

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 22, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS				TOTAL PERSONS (2+)			
RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	DALLAS	29.3	23,880	1	DALLAS	19.3	41,640
2	60 MINUTES	28.5	23,230	2	60 MINUTES	19.1	41,140
3	JEFFERSONS#	24.8	20,210	3	ABC SUNDAY NIGHT MOVIE	17.1	36,930
4	THREE'S COMPANY	24.6	20,050	4	THREE'S COMPANY	16.6	35,770
5	ONE DAY AT A TIME#	24.5	19,970	5	BOB HOPE-NFL'S 60TH YEAR(S)	16.3	35,130
6	ALICE#	24.1	19,640	6	MARY POPPINS(S)	16.0	34,450
7	"10"(S)	23.9	19,480	7	HAPPY DAYS	15.9	34,310
8	TOO CLOSE FOR COMFORT	23.5	19,150	8	ONE DAY AT A TIME#	15.5	33,410
9	ABC SUNDAY NIGHT MOVIE	23.2	18,910	9	DUKES OF HAZZARD	15.5	33,350
10	BOB HOPE-NFL'S 60TH YEAR(S)	22.9	18,660	10	TOO CLOSE FOR COMFORT	15.4	33,310
11	ARCHIE BUNKER'S PLACE#	21.7	17,690	11	LAVERNE & SHIRLEY	15.4	33,290
12	HAPPY DAYS	21.6	17,600	12	ALICE#	15.1	32,520
12	NFL MONDAY NIGHT FOOTBALL	21.6	17,600	13	JEFFERSONS#	15.0	32,370
14	M*A*S*H	21.2	17,280	14	WALT DISNEY	14.8	31,850
15	DYNASTY	20.8	16,950	15	MAGNUM, P.I.	14.5	31,360
15	MAGNUM, P.I.	20.8	16,950	16	GREATEST AMERICAN HERO	14.3	30,930
17	FACTS OF LIFE	20.7	16,870	17	FACTS OF LIFE	14.3	30,850
17	LAVERNE & SHIRLEY	20.7	16,870				

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	26.5	22,440
2	60 MINUTES	22.2	18,770
3	JEFFERSONS#	20.5	17,400
4	ONE DAY AT A TIME#	20.0	16,940
5	ALICE#	19.7	16,720
6	MARY POPPINS(S)	18.6	15,750
7	BOB HOPE-NFL'S 60TH YEAR(S)	18.5	15,680
8	TOO CLOSE FOR COMFORT	18.4	15,600
9	THREE'S COMPANY	18.3	15,490
10	HART TO HART	17.2	14,560
11	ABC SUNDAY NIGHT MOVIE	17.2	14,540
12	MAGNUM, P.I.	17.1	14,470
13	TRAPPER JOHN, M.D.#	17.0	14,420
14	LORETTA LYNN-LADY/LEGEND(S)	16.9	14,300
15	"10"(S)	16.7	14,150
16	LOVE BOAT	16.6	14,100
17	FACTS OF LIFE	16.5	13,990
18	NBC MONDAY NIGHT MOVIES#	16.4	13,920
19	REAL PEOPLE	16.3	13,850

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	23.0	17,520
2	NFL MONDAY NIGHT FOOTBALL	21.7	16,550
3	ABC SUNDAY NIGHT MOVIE	20.6	15,650
4	CBS NFL FTBL GM 2#	19.4	14,740
5	CBS NFL FTBL GM 1	18.2	13,890
6	BOB HOPE-NFL'S 60TH YEAR(S)	17.7	13,460
7	DALLAS	17.3	13,180
8	NFL FOOTBALL GAME 2-NBC#	16.4	12,470
9	FALL GUY	15.8	12,060
10	"10"(S)	15.6	11,850
11	ONE DAY AT A TIME#	15.5	11,780
12	THAT'S INCREDIBLE	15.4	11,700
13	TODAY'S FBI#	15.3	11,650
14	ARCHIE BUNKER'S PLACE#	14.9	11,350
15	NFL FOOTBALL GAME 1-NBC#	14.8	11,300
16	ALICE#	14.8	11,240
17	MORE TV CENSORED BLOOPERS(S)	14.7	11,200
18	JEFFERSONS#	14.5	11,030

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(1)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING NOVEMBER 22, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	24.7	13,140
2	ABC SUNDAY NIGHT MOVIE	21.0	11,140
3	TOO CLOSE FOR COMFORT	20.3	10,770
4	THREE'S COMPANY	19.5	10,390
5	MARY POPPINS(S)	19.5	10,380
6	HART TO HART	19.3	10,270
7	60 MINUTES	17.9	9,510
8	HILL STREET BLUES	17.9	9,500
9	"10"(S)	16.9	8,970
10	HAPPY DAYS	16.8	8,910
11	LAYERNE & SHIRLEY	16.6	8,840
12	ONE DAY AT A TIME#	16.1	8,550
13	DYNASTY	15.9	8,450
14	JEFFERSONS#	15.5	8,260
15	ALICE#	15.3	8,120
16	NBC MONDAY NIGHT MOVIES#	15.2	8,090
17	MAGNUM, P.I.	15.0	7,960

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	31.2	8,070
2	JEFFERSONS#	31.0	8,010
3	DALLAS	29.6	7,650
4	ALICE#	28.0	7,250
5	ONE DAY AT A TIME#	27.3	7,060
6	BOB HOPE-NFL'S 60TH YEAR(S)	27.0	6,990
7	TRAPPER JOHN, M.D.#	27.0	6,980
8	LORETTA LYNN-LADY/LEGEND(S)	25.1	6,490
9	FATHER MURPHY	24.9	6,450
10	REAL PEOPLE	24.1	6,240
11	ARCHIE BUNKER'S PLACE#	24.0	6,200
12	GEO BURNS EARLY XMAS SPEC(S)	23.4	6,050
13	BARBARA MANDRELL	22.8	5,910
14	LOVE BOAT	21.8	5,640
15	MAGNUM, P.I.	21.6	5,590
16	LITTLE HOUSE-PRAIRIE	21.2	5,490
17	FACTS OF LIFE	20.0	5,180
18	DUKES OF HAZZARD	19.6	5,070

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	ABC SUNDAY NIGHT MOVIE	23.8	12,140
2	NFL MONDAY NIGHT FOOTBALL	22.1	11,270
3	CBS NFL FTBL GM 2#	18.5	9,450
4	60 MINUTES	16.8	8,570
5	DALLAS	16.7	8,500
6	CBS NFL FTBL GM 1	16.7	8,490
7	FALL GUY	16.2	8,260
8	TODAY'S FBI#	15.8	8,050
9	NFL FOOTBALL GAME 2-NBC#	15.5	7,910
10	"10"(S)	15.1	7,680
11	HILL STREET BLUES	14.9	7,590
12	NFL FOOTBALL GAME 1-NBC#	14.9	7,580
13	MORK & MINDY	14.6	7,430
14	HART TO HART	14.4	7,330
15	THREE'S COMPANY	14.2	7,230
16	THAT'S INCREDIBLE	13.9	7,090

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	38.8	7,700
2	BOB HOPE-NFL'S 60TH YEAR(S)	28.2	5,590
3	ARCHIE BUNKER'S PLACE#	28.1	5,570
4	ONE DAY AT A TIME#	26.8	5,320
5	REAL PEOPLE	24.2	4,790
6	ALICE#	23.6	4,680
7	JEFFERSONS#	23.5	4,660
8	BARBARA MANDRELL	23.1	4,580
9	NFL MONDAY NIGHT FOOTBALL	21.7	4,300
10	MAGNUM, P.I.	21.3	4,230
11	CBS NFL FTBL GM 1	20.7	4,110
11	CBS NFL FTBL GM 2#	20.7	4,110
13	GEO BURNS EARLY XMAS SPEC(S)	20.6	4,090
14	FATHER MURPHY	19.8	3,930
14	NFL FOOTBALL GAME 2-NBC#	19.8	3,930
16	DALLAS	19.5	3,860
17	DUKES OF HAZZARD	18.6	3,680

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		K E Y		AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
										AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM	CHILDREN (2-11) TOTAL 6-11			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	Y																							
*EVENING																															
ABC NEWSBRIEF-M-F						40	186	185		A 18.1	28	1475	1763	692	279	758	284	487	418	363	220	674	291	436	370	289	189	150	76	181	125
MON.	8.58P	1	ABC	N		97	96			B 18.9	30	1540	1727	694	286	767	297	477	411	346	237	638	256	403	355	283	194	138	66	184	127
1 TU-TH	9.58P	1																													
1 FRI.	9.28P	1																													
2 TU-F	9.58P	1																													
ABC NEWSBRIEF-SAT.						8	197	191		A 20.2	33	1646	1870	739	365	834	314	482	437	368	298	602	282	396	316	232	185	180	87	254	188
SAT.	9.58P	1	ABC	N		98	98			B 19.9	34	1622	1840	759	338	859	329	502	427	363	296	563	239	357	300	223	186	183	113	235	185
ABC NEWSBRIEF-SUN.						8	194	193		A 22.3	34	1817	1941	702	276	752	358	581	489	328	129	817	427	636	555	349	121	165	70	207	143
1 SUN.	9.54P	2	ABC	N		98	98			B 18.1	27	1475	1840	698	286	753	342	545	469	324	159	786	361	556	526	358	164	140	63	161	110
2 SUN.	10.00P	1																													
ABC SPORTS UPDATE-SAT						8	186	189		A 15.6	25	1271	1689	750	294	836	264	436	371	368	358	574	196	309	265	258	230	136	46^	143	82^
1 SAT.	8.58P	1	ABC	N		98	98			B 17.1	28	1394	1849	758	339	860	335	492	385	331	318	562	228	335	281	216	199	159	102	268	195
2 SAT.	8.28P	1																													
ABC SPORTS UPDATE-SUN						8	189	195		A 14.9	22	1214	2045	770	322	820	242	512	523	460	233	814	296	550	468	434	211	142	41^	269	175
1 SUN.	7.28P	1	ABC	N		98	99			B 14.8	22	1206	1952	721	306	777	265	492	466	383	227	772	316	511	468	373	193	159	67	244	162
2 SUN.	8.26P	1																													
ABC SUNDAY NIGHT MOVIE						4	200	199		A 23.2	36	1891	1953	711	292	769	347	590	496	352	136	828	422	642	552	351	135	171	71	185	130
1 SUN.	8.00P	180	ABC	FF		99	99			B 21.9	33	1785	1941	739	309	815	376	613	509	352	153	741	378	572	499	305	126	193	94	192	137
2 SUN.	9.00P	153																													
8.00 - 8.30										A 21.3	31	1736	2118	849	289	890	420	642	546	347	191	750	382	579	517	328	133^	169	106^	309	218
8.30 - 9.00										A 23.4	34	1907	2053	800	291	834	388	594	511	327	187	747	388	576	505	326	130	175	107^	297	205
9.00 - 9.30										A 22.2	32	1809	2054	726	309	803	358	608	515	359	148	844	438	655	565	357	135	169	66	238	170
9.30 - 10.00										A 22.8	34	1858	2011	701	312	780	354	605	506	356	131	852	448	681	581	356	118	178	57^	201	140
10.00 - 10.30										A 24.4	38	1989	1877	693	275	743	327	576	488	362	125	820	416	632	543	350	135	170	68	144	106
10.30 - 11.00										A 24.2	40	1972	1864	683	286	736	332	574	481	350	124	823	408	630	537	358	139	182	73	123	89
11.00 - 11.30										A 23.6	46	1923	1791	598	272	647	287	538	432	338	86^	924	444	705	598	381	176	158	52^	62^	42^
ABC WORLD NEWS TONIGHT						39	201	201		A 13.4	23	1092	1560	710	237	744	166	350	336	391	336	650	166	299	301	334	289	65	36^	101	54
M-F	6.30P	30	ABC	N		99	99			B 12.7	23	1035	1497	690	221	724	165	326	322	371	341	614	160	283	289	322	267	55	29	104	58
ABC WRLD. NEWS TONIGHT-SUN						7	157	155		A 8.1	14	660	1526	685	167^	709	101^	230	254	329	419	675	205	342	296	329	267	39^	19^	103^	68^
SUN.	6.30P	30	ABC	N		87	84			B 7.4	13	603	1545	717	211	773	118	295	306	350	422	645	183	306	295	285	272	46	22	81	49
ALICE						6	195			A 24.1	35	1964	1656	782	261	853	242	414	399	377	369	573	183	278	286	247	239	105^	65^	125	99^
1 SUN.	9.18P	30	CBS	CS		99				B 22.1	32	1801	1708	778	305	876	274	443	407	379	356	550	187	301	282	240	216	101	60	181	124
ARCHIE BUNKER'S PLACE						6	193			A 21.7	31	1769	1656	720	245	775	177	358	371	393	351	641	171	258	280	281	315	85^	37^	155	122^
1 SUN.	8.18P	30	CBS	CS		99				B 20.1	31	1638	1643	716	266	802	220	360	339	358	373	594	179	284	274	263	274	86	50	161	111
BARBARA MANDRELL						7	212	212		A 16.8	27	1369	1691	746	272	842	159	337	336	418	433	642	128	250	243	335	335	94	46^	113	76^
SAT.	8.00P	60	NBC	GV		99	99			B 16.3	27	1328	1765	778	245	842	177	353	367	407	411	653	150	298	293	340	302	112	64	158	98
8.00 - 8.30										A 16.5	27	1345	1676	737	254	824	154	323	325	407	429	654	119	237	240	346	357	93	46^	105	75^
8.30 - 9.00										A 17.1	28	1394	1690	749	284	852	162	348	348	423	431	625	135	257	245	321	311	95	46^	118	76^
BARNEY MILLER						4	203	202		A 18.6	29	1516	1631	645	267	716	297	448	359	326	210	678	336	450	388	262	183	102	43^	135	75^
THU.	9.00P	30	ABC	CS		99	99			B 17.5	27	1426	1614	673	284	739	313	468	379	329	220	660	307	428	379	265	192	86	38	129	75
BATTLE-NETWORK STARS(5)						191				A 15.8	26	1288	1974	723	292	791	319	544	468	373	199	592	195	399	347	296	158^	244	145^	347	221
2 FRI.	8.00P	120	ABC	SE		98				A 14.3	24	1165	2079	743	266	799	329	562	494	372	194^	646	199^	426	392	335	177^	204	102^	430	266
8.00 - 8.30																															
CONT'D																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG AUD %	AVG SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17)	CHILDREN (2-11)
EVENING CONT'D																											
BATTLE-NETWORK STA-CONT'D																											
		8.30 - 9.00							A 15.6	26	1271	1966	697 278	759 305	529 464	368 187	616 205	409 366	310 165	230 134	361 216						
		9.00 - 9.30							A 16.7	28	1361	1942	720 312	786 320	537 466	373 190	569 196	388 328	276 150	273 168	314 215						
		9.30 - 10.00							A 16.6	27	1353	1918	731 309	821 326	551 457	378 222	547 185	380 312	266 144	257 167	293 191						
BENSON																											
1	FRI.	8.00P	30	ABC	CS	203	99		A 18.7	32	1524	1885	721 271	822 296	481 402	360 288	473 126	245 277	247 181	200 115	390 275						
									B 19.7	33	1606	1867	756 288	832 295	485 426	352 291	525 181	321 309	254 163	154 83	356 248						
BEST OF THE WEST																											
	THU.	8.30P	30	ABC	CS	204	99		A 17.0	27	1386	1785	613 248	639 273	450 398	307 125	593 322	447 371	241 104	168 74	385 271						
									B 17.5	28	1426	1882	663 281	714 319	495 418	312 168	591 290	420 355	242 138	190 96	387 259						
BOB HOPE-NFL'S 60TH YEAR(S)																											
2	SUN.	8.00P	120	NBC	GV	204	99		A 22.9	32	1866	1883	779 322	840 215	401 367	386 375	721 160	352 157	382 299	151 72	171 126						
		8.00 - 8.30							A 23.0	33	1875	1957	766 342	840 235	427 395	385 347	719 182	376 392	370 272	170 65	228 162						
		8.30 - 9.00							A 24.9	34	2029	1932	781 343	846 245	448 388	388 342	734 182	377 388	380 286	163 82	189 135						
		9.00 - 9.30							A 22.6	32	1842	1811	783 307	840 215	380 334	368 396	717 141	333 343	392 320	122 64	132 101						
		9.30 - 10.00							A 21.3	31	1736	1790	781 293	823 158	344 347	393 413	704 126	306 334	386 321	142 72	121 96						
BUGS BUNNYS THINKGVNG DIET(S)																											
1	TUE.	8.00P	30	CBS	EA	191	99		A 17.1	26	1394	2073	662 282	740 338	549 443	352 129	508 234	340 309	230 143	154 36	671 362						
CBS EVENING NEWS-RATHER																											
	M-F	6.30P	30	CBS	N	197	99		A 13.7	23	1117	1509	678 182	726 133	261 284	338 395	629 151	271 284	297 302	61 14	93 58						
									B 13.1	24	1068	1508	695 195	754 146	288 313	362 393	605 152	276 285	288 276	64 29	85 51						
CBS EVENING NEWS-DEAN																											
						4	113		A 7.9	13	644	1467	469 180	545 89	171 182	276 328	758 110	327 366	374 392	138 39	26 26						
2 SUN. 6.30P 30 CBS N																											
						66			B 8.4	15	685	1505	671 188	711 117	249 269	345 397	638 98	230 282	352 344	96 25	60 28						
CBS SAT. NEWS-SCHIEFFER																											
	SAT.	6.30P	30	CBS	N	142	141		A 11.2	20	913	1613	704 171	768 116	270 271	379 445	666 196	280 238	259 320	49 26	130 64						
						85	85		B 9.9	19	807	1528	716 187	784 130	267 283	365 448	609 137	266 258	283 296	45 22	90 41						
CBS SAT. NIGHT MOVIE																											
	SAT.	9.00P	120	CBS	FF	197	200		A 15.6	27	1271	2015	736 251	834 425	607 488	327 179	703 349	512 486	296 124	208 85	270 205						
		9.00 - 9.30							B 16.5	29	1345	2011	719 265	802 350	549 493	364 193	724 308	497 469	353 157	180 63	305 221						
		9.30 - 10.00							A 15.2	24	1239	2027	714 243	799 404	562 459	310 188	720 383	521 480	268 144	168 71	340 233						
		10.00 - 10.30							A 15.2	25	1239	1978	709 249	793 421	593 477	301 158	684 350	504 479	282 113	195 76	306 221						
		10.30 - 11.00							A 16.6	30	1353	2028	754 256	864 438	628 507	343 187	695 334	509 489	315 113	232 96	237 194						
									A 15.6	29	1271	1991	749 250	858 428	625 498	343 179	700 322	503 482	315 125	232 96	201 171						
CHIPS																											
1	SUN.	8.00P	60	NBC	OP	212	206		A 15.5	23	1263	2182	730 334	805 295	482 405	351 273	744 299	484 388	336 214	219 90	414 292						
2	SUN.	7.00P	60			99	98		B 16.8	25	1369	2115	673 285	753 284	459 387	317 247	664 250	434 378	317 182	231 89	467 306						
		7.00 - 7.30							A 12.4	19	1011	2056	762 262	808 271	456 376	356 311	730 245	461 399	366 224	173 52	345 250						
		7.30 - 8.00							A 15.0	22	1223	2297	782 292	824 261	457 420	379 303	781 280	494 432	375 230	217 63	475 346						
		8.00 - 8.30							A 16.7	24	1361	2190	695 374	790 322	506 421	331 238	735 328	488 361	309 208	260 132	405 282						
		8.30 - 9.00							A 17.8	26	1451	2141	684 367	788 311	495 401	336 248	719 317	477 362	306 199	221 103	413 280						
CODE RED																											
	SUN.	7.00P	60	ABC	GD	191	190		A 12.7	19	1035	2088	776 341	854 282	568 552	453 217	719 247	479 468	417 161	165 78	350 215						
		7.00 - 7.30							B 12.9	20	1051	2067	760 331	835 275	525 496	422 252	665 246	442 418	361 159	185 85	382 223						
		7.30 - 8.00							A 11.4	18	929	2059	783 339	855 270	552 539	457 233	709 233	464 457	418 167	148 66	347 212						
									A 14.0	21	1141	2098	765 341	848 292	582 558	447 199	722 254	485 474	416 155	178 84	350 216						
DALLAS																											
	FRI.	10.00P	60	CBS	GD	202	202		A 29.3	50	2388	1744	857 345	940 356	551 481	405 321	551 225	356 307	255 162	117 49	136 99						
		10.00 - 10.30							B 28.1	47	2290	1709	832 315	916 351	525 475	394 313	541 213	336 307	245 169								

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK # DAY		START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	K E Y	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)					CHILDREN (2-11)				
														TOTAL	18-34	WOMEN 18-49		25-54	35-64	55+	TOTAL	18-34	MEN 18-49		25-54	35-64	55+	TOTAL	FEM.	TOTAL	0-11		
EVENING CONT'D																																	
DIFF'RENT STROKES																																	
THU.		9.00P	30	NBC	CS	98	99		A 16.2	25	1320	1842	707 202	783 201	387 340	335 350	532 140	272 271	239 215	194 59^	333 239												
									B 15.7	25	1280	1881	714 241	803 214	410 377	369 338	544 166	299 275	241 205	213 72	321 233												
DUKES OF HAZZARD																																	
1 FRI.		9.00P	60	CBS	CS	99	98		A 20.4	34	1663	2005	693 239	745 228	393 345	337 304	585 216	329 287	257 222	148 45^	527 326												
2 FRI.		8.00P	120						B 22.6	37	1842	2001	704 265	770 264	426 384	346 284	554 208	324 298	256 190	145 53	532 334												
		8.00 - 8.30							A 18.4	31	1500	2081	739 244	787 273	416 347	312 323	630 266	364 297	239 231	115^ 40^v	549 320												
		8.30 - 9.00							A 19.9	33	1622	2090	729 248	780 251	412 349	326 324	657 260	377 313	259 245	125^ 34^v	528 317												
		9.00 - 9.30							A 20.0	33	1630	2008	688 239	739 207	381 343	347 308	570 195	309 279	267 225	159 55^	540 339												
		9.30 - 10.00							A 22.0	36	1793	1937	674 234	721 217	384 347	343 289	552 203	314 279	252 203	155 45^	509 323												
DYNASTY																																	
WED.		10.00P	60	ABC	GD	99	99		A 20.8	36	1695	1529	749 304	802 315	498 449	388 229	524 232	300 258	205 171	122 62^	81 62^												
		10.00 - 10.30							B 20.8	36	1695	1529	749 304	802 315	498 449	388 229	524 232	300 258	205 171	122 62	81 62												
		10.30 - 11.00							A 21.1	35	1720	1539	741 303	795 309	491 448	391 229	534 234	304 266	209 177	123 64^	87 66^												
									A 20.5	36	1671	1509	756 304	806 318	504 451	388 227	514 233	296 249	199 163	116 58^	73 55^												
FACTS OF LIFE																																	
WED.		9.00P	30	NBC	CS	99	98		A 20.7	31	1687	1829	784 299	831 286	470 406	351 308	556 161	316 321	274 181	196 119	246 195												
									B 20.9	31	1703	1727	745 289	808 271	437 387	340 318	485 138	271 264	242 173	191 106	243 189												
FALL GUY																																	
WED.		9.00P	60	ABC	A	99	99		A 19.6	30	1597	1761	622 254	676 285	466 424	320 166	756 342	518 456	349 187	122 22^	207 165												
		9.00 - 9.30							B 18.9	30	1540	1805	658 265	700 292	484 448	332 166	764 334	522 460	361 197	147 26	194 144												
		9.30 - 10.00							A 19.1	29	1557	1771	622 255	676 295	467 418	307 168	750 346	514 454	335 188	121 24^	224 180												
									A 20.1	31	1638	1747	622 251	676 278	468 428	330 162	762 338	523 458	363 187	119 18^v	190 150												
FANTASY ISLAND																																	
						7	199	195	A 18.5	34	1508	1651	714 341	766 266	429 397	348 290	547 230	353 281	239 175	149 101	189 130												
SAT. 10.00P 60 ABC A 99 99																																	
		10.00 - 10.30							B 18.5	34	1508	1725	737 327	828 321	488 409	343 283	554 235	352 296	224 180	142 85	201 163												
		10.30 - 11.00							A 18.4	33	1500	1651	717 350	765 271	434 396	342 288	527 215	337 269	233 170	150 96	209 143												
									A 18.6	35	1516	1641	711 333	766 262	423 394	351 294	560 241	366 289	245 176	145 106	170 118												
FATHER MURPHY																																	
TUE.		8.00P	60	NBC	GD	99	99		A 17.0	25	1386	1754	791 259	865 181	347 337	412 467	607 144	281 281	279 284	81^ 55^	201 129												
		8.00 - 8.30							B 17.7	26	1443	1687	779 260	849 172	317 334	410 457	610 163	259 282	282 298	68 34	160 102												
		8.30 - 9.00							A 16.5	25	1345	1706	789 255	863 176	331 319	402 482	585 131	252 257	261 289	78^ 55^	180 112												
									A 17.5	26	1426	1792	791 262	862 186	364 355	418 446	624 156	307 303	292 278	86 56^	220 143												
1ST AMER. ULTRA QUIZ PT.1(S) 205																																	
1 TUE.		9.00P	60	NBC	PV	99			A 9.4	14	766	1637	728 189^	766 139^	313 321	338 412	583 201^	322 291^	179^ 236^	117^ 64^v	171^ 98^												
		9.00 - 9.30							A 9.3	14	758	1620	711 172^	741 135^	292^ 306^	314 410	589 199^	319 301^	183^ 246^	112^ 65^v	178^ 100^												
		9.30 - 10.00							A 9.5	14	774	1634	740 205^	783 142^	328 332	356 412	572 201^	323 281^	170^ 224^	118^ 61^v	161^ 91^												
1ST AMER. ULTRA QUIZ PT.2(S) 205																																	
2 TUE.		9.00P	60	NBC	PV	99			A 11.8	17	962	1781	748 310	809 223^	394 345	377 350	687 242^	374 359	294 262	109^ 70^	176^ 176^												
		9.00 - 9.30							A 11.3	17	921	1742	731 299	775 186^	355 321	366 364	681 237^	376 364	300 254^	112^ 79^	174^ 174^												
		9.30 - 10.00							A 12.3	18	1002	1808	763 318	837 253	427 367	389 336	690 247	370 351	288 269	104^ 62^	177^ 177^												
FITZ AND BONES																																	
1 SAT.		10.00P	60	NBC	SM	98			A 9.4	18	766	1453	714 223^	762 210^	425 340	416 271^	571 196^	292^ 302^	245^ 224^	99^ 11^v	21^v 17^v												
		10.00 - 10.30							B 8.7	16	709	1598	714 243	777 227	462 399	403 269	661 238	393 403	312 204	85 26	75 51												
		10.30 - 11.00							A 9.4	17	766	1439	735 223^	757 199^	406 328	406 294^	578 198^	286^ 297^	241^ 237^	74^ 9^v	30^v 24^v												
									A 9.4	18	766	1454	690 218^	763 220^	441 348	421 251^	561 193^	296^ 308^	250^ 207^	119^ 12^v	11^v 11^v												
FLAMINGO ROAD																																	
TUE.		10.00P	60	NBC	GD	99	99		A 13.2	22	1076	1477	765 312	860 303	477 403	369 315	474 170	269 241	214 171	74^ 49^	69^ 45^												
		10.00 - 10.30							B 14.1	24	1149	1456	774 280	846 281	443 397	379 323	506 172	274 264	233 188	54 38	50 33												
		10.30 - 11.00							A 13.0	21	1060	1524	777 311	873 314	486 397	366 325	487 178	275 245	210 180	82^ 54^	82^ 54^												
									A 13.3	23	1084	1435	759 313	853 293	471 410	378 309	461 161	262 235	217 165	67^ 46^	54^ 35^												
GEO BURNS EARLY XMAS SPEC(S) 199																																	
									A 20.4	29	1663	1604	774 253	828 199	399 393	438 364	573 180	279 277	252 246	117^ 47^	86^ 46^												
CONT'D																																	

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																													
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY		AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK-ING OF HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)											
																						MEN					WOMEN																		
																						18-34					35-44					45-54					55-64								
EVENING CONT'D																																													
GEO BURNS EARLY XM-CONT'D																																													
2 MON. 9.00P 60 NBC GV										99																																			
9.00 - 9.30																																													
9.30 - 10.00																																													
GIMME A BREAK										4 196 196																																			
THU. 9.30P 30 NBC CS										97 98																																			
GREATEST AMERICAN HERO										3 202 202																																			
WED. 8.00P 60 ABC CS										99 99																																			
8.00 - 8.30																																													
8.30 - 9.00																																													
GUINNESS BK-WORLD RECORDS(S)										192																																			
1 FRI. 8.30P 60 ABC U										98																																			
8.30 - 9.00																																													
9.00 - 9.30																																													
HAPPY DAYS										6 203 204																																			
TUE. 8.00P 30 ABC CS										99 99																																			
HARPER VALLEY										4 198 198																																			
THU. 8.00P 30 NBC CS										94 97																																			
HART TO HART										6 202 202																																			
														</																															

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																		
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)							
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
EVENING CONT'D																																		
KNOTS LANDING-CONT'D																																		
THU. 9.00P 60 CBS GD 99 99															B 18.3 29 1491	1698	775	279	869	306	484	438	402	307	518	149	295	257	289	197	113	65	198	146
9.00 - 9.30															A 17.7 28 1443	1701	765	260	862	303	471	428	387	313	519	151	294	259	283	199	115	67	205	141
9.30 - 10.00															A 18.9 30 1540	1692	786	297	879	312	500	450	413	302	514	149	294	254	287	196	108	61	191	148
LAVERNE & SHIRLEY																																		
TUE. 8.30P 30 ABC CS 99 99															A 20.7 30 1687	1973	635	300	717	346	523	404	280	172	485	231	351	288	191	97	286	150	485	337
															B 20.5 30 1671	1937	652	285	726	327	511	412	295	184	506	248	366	302	196	111	270	138	435	302
LEWIS AND CLARK																																		
THU. 8.30P 30 NBC CS 97 98															A 10.8 17 880	1650	698	151	762	190	345	330	304	387	586	178	277	268	251	249	85	30	217	146
															B 11.4 18 929	1678	675	183	763	173	320	301	320	404	626	195	314	294	252	268	71	26	218	137
LITTLE HOUSE-PRAIRIE																																		
MON. 8.00P 60 NBC GD 99 99															A 18.5 27 1508	1871	753	242	842	278	430	375	350	363	505	138	249	251	257	219	141	87	383	243
8.00 - 8.30															B 19.4 29 1581	1854	813	278	909	303	479	408	370	380	466	147	241	224	209	195	133	78	346	209
8.30 - 9.00															A 17.4 25 1418	1844	755	229	850	267	422	366	356	382	502	124	230	227	256	240	126	76	366	223
															A 19.5 28 1589	1896	753	255	838	290	439	381	347	349	510	150	26	270	260	204	150	92	398	263
LORETTA LYNN-LADY/LEGEND(S)																																		
2 MON. 10.00P 60 NBC GV 99 99															A 20.5 32 1671	1553	784	298	856	216	415	406	441	388	563	183	306	298	273	216	86	61	48	27
10.00 - 10.30															A 20.8 32 1695	1556	773	295	853	220	402	386	427	395	583	185	314	305	284	227	80	61	40	24
10.30 - 11.00															A 20.2 33 1646	1543	793	302	858	213	429	421	454	383	540	177	295	290	261	202	90	59	55	32
LOU GRANT																																		
MON. 10.00P 60 CBS GD 99 99															A 17.5 28 1426	1451	782	301	852	304	502	469	404	255	518	239	319	291	205	145	47	19	34	29
10.00 - 10.30															B 17.0 27 1386	1444	793	311	872	322	519	483	384	262	493	217	307	286	201	134	45	22	34	27
															A 17.3 26 1410	1459	796	323	873	307	513	474	416	263	502	223	305	281	205	144	48	19	36	30
10.30 - 11.00															A 17.6 29 1434	1448	773	279	838	302	494	467	398	248	538	260	335	300	204	148	43	19	31	27
LOVE BOAT																																		
1 SAT. 9.00P 60 ABC CS 99 99															A 20.4 33 1663	1847	754	339	848	279	458	416	375	338	590	252	362	294	229	207	179	78	230	158
2 SAT. 8.00P 120															B 21.5 36 1752	1875	767	344	863	308	493	420	375	315	574	232	358	297	229	195	165	96	273	204
8.00 - 8.30															A 16.5 27 1345	1732	776	303	840	204	417	405	397	369	565	184	309	277	248	236	189	63	138	81
8.30 - 9.00															A 19.0 31 1549	1770	773	320	853	236	443	423	384	355	573	211	315	278	228	228	199	71	145	81
9.00 - 9.30															A 21.0 34 1712	1894	750	348	858	315	476	409	361	335	602	273	383	301	229	202	167	78	267	183
9.30 - 10.00															A 22.5 37 1834	1875	743	352	838	292	465	420	373	325	590	273	380	300	224	191	179	87	268	195
LOVE, SIDNEY																																		
WED. 9.30P 30 NBC CS 98 97															A 17.8 27 1451	1682	760	292	793	266	438	377	340	303	537	187	310	290	225	185	156	96	196	153
															B 18.8 29 1532	1603	752	294	809	276	423	375	341	330	455	160	264	248	196	159	147	84	192	152
MAGGIE																																		
1 SAT. 8.00P 30 ABC CS 98															A 10.9 18 888	1768	758	268	848	281	419	311	348	403	616	204	281	231	268	266	98	45	206	143
															B 12.3 21 1002	1765	727	297	779	260	401	345	324	330	617	240	342	313	241	227	115	62	254	155
MAGNUM, P.I.																																		
THU. 8.00P 60 CBS PD 99 99															A 20.8 33 1695	1850	749	278	855	283	470	404	396	329	598	180	317	287	288	250	148	54	249	151
8.00 - 8.30															B 20.2 32 1646	1811	738	265	844	246	429	399	404	337	605	169	305	309	311	241	145	55	217	139
8.30 - 9.00															A 19.3 31 1573	1835	751	272	852	277	465	402	397	334	598	176	310	284	290	257	136	46	249	148
															A 22.3 35 1817	1858	744	279	853	286	474	400	394	325	599	188	326	290	286	242	156	60	250	156
MAKING A LIVING																																		
1 SAT. 8.30P 30 ABC CS 99															A 11.4 18 929	1661	717	283	823	329	442	306	323	362	618	231	332	250	267	243	86	25	134	73
															B 13.0 22 1060	1829	707	293	772	278	428	364	317	302	635	269	386	328	239	214	134	88	288	182
MARY POPPINS(S)																																		
2 SUN. 8.00P 180 CBS FF 99															A 20.2 30 1646	2093	836	360	957	450	630	517	350	270	578	251	402	341	224	153	142	57	416	217
8.00 - 8.30															A 22.8 32 1858	2215	835	361	968	436	638	514	374	279	638	277	421	381	235	184	133	54	476	230
8.30 - 9.00															A 23.1 32 1883	2246	869	381	999	476	671	546	364	271	595	265	409	371	220	157	138	59	514	258
9.00 - 9.30															A 21.0 29 1712	2191	871	387	982	462	642	520	351	287	578	258	414	362	222	142	147	64	484	241
9.30 - 10.00															A 19.3 28 1573	2045	843	370	965	462	638	516	343	276	570	255	403	331	221	143	140	54	370	196
CONT'D																																		

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL B-I-I										
														TOTAL	18-34	WOMEN 18-49 25-54 35-64			55+	TOTAL	18-34	MEN 18-49 25-54 35-64			55+											
EVENING CONT'D																																				
MARY POPPINS(S)-CONT'D																																				
10.00 - 10.30														A	18.0	28	1467	1905	802	344	920	440	609	503	325	261	516	206	360	291	215	145A	153A	58A	316	184
10.30 - 11.00														A	17.1	28	1394	1825	766	306	873	415	555	477	315	252	526	225	389	287	226	126A	153A	55A	273	167
M*A*S*H																																				
MON. 9.00P 30 CBS CS 4 198 196														A	21.2	30	1728	1586	716	294	774	295	438	424	338	244	522	221	301	285	209	175	159	78	131	82
														B	23.4	33	1907	1663	754	300	814	285	466	444	371	267	582	230	353	329	249	184	154	65	113	83
MCCLAIN'S LAW																																				
2 FRI. 9.00P 120 NBC OP 1 197 98														A	13.1	22	1068	1666	688	276	736	171A	356	387	372	323	810	210A	425	428	410	332	24V	19V	96A	58A
														B	13.1	22	1068	1666	688	276	736	171	356	387	372	323	810	210	425	428	410	332	24	19	96	58
														A	13.4	22	1092	1553	651	274	713	175A	346	380	378	305	726	178A	347	367	376	327	7V	7V	107A	68A
														A	13.5	22	1100	1646	707	295	756	188A	366	404	387	324	797	214A	430	425	408	321	18V	10V	75A	32V
														A	13.3	22	1084	1780	706	267	747	165A	373	397	372	329	862	226	470	472	435	333	47V	33V	124A	78A
														A	12.2	21	994	1680	682	267	724	149A	342	358	358	338	850	220A	448	454	423	341	26V	26V	80A	55V
MIKE WALLACE PROFILE(S)																																				
2 TUE. 10.30P 30 CBS DN 192 98														A	10.4	19	848	1383	623	213A	656	164A	255A	328	362	279	677	186A	399	J40	323	263A	26V	7V	24V	24V
MORE TV CENSORED BLOOPERS(S)																																				
1 FRI. 9.00P 60 NBC CV 196 98														A	19.1	31	1557	1861	808	259	861	310	510	452	373	301	720	279	450	426	313	222	154	66A	126A	78A
														A	17.9	29	1459	1844	804	253	852	299	489	426	369	312	721	270	436	402	313	243	153A	65A	118A	68A
														A	20.4	33	1663	1860	810	262	865	320	524	473	374	292	713	288	460	443	307	201	149	64A	133A	83A
MORK & MINDY																																				
THU. 8.00P 30 ABC CS 7 203 202														A	17.9	28	1459	1915	587	244	622	316	469	375	253	103	632	397	510	385	205	84	173	81A	488	315
														B	19.0	31	1549	2000	652	279	712	366	530	414	276	138	594	342	468	366	210	94	220	102	474	314
MR. MERLIN																																				
WED. 8.00P 30 CBS CS 7 193 192														A	15.8	25	1288	1836	633	235	717	288	448	351	204	229	538	193	344	301	250	167	179	67A	402	253
														B	17.8	28	1451	1854	661	240	721	278	452	390	310	218	539	217	354	306	237	159	177	69	417	281
NASHVILLE PALACE																																				
SAT. 9.00P 60 NBC GV 5 200 197														A	13.3	22	1084	1707	769	266	859	138	333	324	422	451	659	118	280	265	363	331	84A	45A	105A	71A
														B	13.3	22	1084	1775	783	271	870	167	364	357	440	435	694	149	312	314	387	316	73	41	138	90
														A	13.6	22	1108	1686	763	258	839	121	317	322	418	450	654	114	280	265	361	329	84A	43A	109A	70A
														A	13.0	21	1060	1713	767	268	870	154	346	327	420	445	657	118	277	260	363	332	85A	45A	101A	70A
NBC MAGAZINE																																				
FRI. 8.00P 60 NBC DN 9 194 194														A	11.9	20	970	1734	772	260	830	196	357	352	402	405	695	187	310	303	326	326	69A	32A	140	90A
														B	11.3	19	921	1641	756	229	827	175	338	338	399	420	653	151	262	271	311	330	55	22	106	70
														A	11.9	20	970	1746	764	252	824	193	361	354	416	397	702	192	326	322	334	314	67A	34A	153	97A
														A	12.0	20	978	1697	771	262	828	197	349	346	385	409	679	178	288	281	314	335	67A	28V	123A	79A
NBC MONDAY NIGHT MOVIES																																				
1 MON. 9.00P 120 NBC FF 6 195 97														A	20.0	30	1630	1461	768	266	853	314	496	469	390	267	471	202	339	274	216	111A	75A	66A	62A	46A
														B	19.2	29	1565	1531	791	292	867	280	479	447	417	319	494	187	300	272	226	156	83	48	87	58
														A	19.3	27	1573	1494	773	269	850	319	479	461	374	280	469	184	323	283	230	120A	71A	71A	104A	76A
														A	20.7	30	1687	1466	774	261	865	316	498	475	403	272	464	187	317	263	221	123A	66A	61A	71A	52A
														A	20.0	31	1630	1434	759	258	842	303	492	464	390	264	471	211	350	271	204	101A	86A	69A	35V	28V
														A	19.9	33	1622	1457	776	277	864	322	518	478	390	260	481	226	369	282	211	99A	72A	62A	40A	29V
NBC NEWS UPDATE-M-F																																				
M-F 8.58P 1 NBC N 39 181 180														A	14.4	22	1174	1770	778	270	837	228	416	388	393	366	605	166	295	298	290	258	102	52	226	162
														B	13.9	22	1133	1737	750	260	816	225	397	367	376	361	582	168	285	281	271	247	114	53	225	158
NBC NEWS UPDATE-SAT.																																				
SAT. 8.58P 1 NBC N 8 178 178														A	12.7	20	1035	1681	752	284	859	175	370	351	419	424	627	138	259	232	312	318	68A	34A	127	89A
														B	12.2	21	994	1753	753	251	826	191	368	363	391	387	656	167	310	286	324	298	100	51	171	106
NBC NEWS UPDATE-SUN.																																				
1 SUN. 8.58P 1 NBC N 8 185 180														A	16.8	24	1369	1963	756	356	824	271	457	369	359	316	728	210	398	361	365	275	174	83A	237	168
														B	15.1	22	1231	1980	692	309	762	263	443	380	335	271	677	239	421	380	327	202	205	80	336	225
2 SUN. 9.09P 1																																				
NBC NEWS UPDATE-2-M-F																																				
CONT'D 17 184 184														A	13.3	20	1084	1708	765	263	801	213	391	396	374	347	645	184	335	319	296	266	122	52A	140	100

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																					
WK # DAY		START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. SHARE %	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																											
														WOMEN																																							
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34					18-49					25-54					35-64					55+					TOTAL					TOTAL FEM.					TOTAL M.				
														18-34																																							

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	Y	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)					
															TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	FEM	TOTAL	6-11		
EVENING CONT'D																																
NURSE																																
WED. 9.00P 60 CBS GD 2 199 199																																
9.00 - 9.30																																
9.30 - 10.00																																
ONE DAY AT A TIME																																
1 SUN. 8.48P 30 CBS CS 5 194 99																																
PRIVATE BENJAMIN																																
MON. 8.00P 30 CBS CS 6 195 194																																
PROJECT PEACOCK(S)																																
1 SUN. 7.00P 60 NBC CE 200 98																																
7.00 - 7.30																																
7.30 - 8.00																																
QUINCY, M.E.																																
WED. 10.00P 60 NBC OP 4 202 203																																
10.00 - 10.30																																
10.30 - 11.00																																
REAL PEOPLE																																
WED. 8.00P 60 NBC PV 7 214 210																																
8.00 - 8.30																																

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION														TEENS (12-17)		CHILDREN (7-11)				
WK # DAY START TIME DUR NET TYPE										WK 1 WK 2		K E Y		AVG AUD. SHARE % %		TOTAL PERSONS (2+)		LADY WORK- OF ING HOUSE WOM.		TOTAL		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES					TOTAL									
																				18-34 18-49 25-54 35-64 55+					18-34 18-49 25-54 35-64 55+											

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																									
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																									
WK	START	DUR	NET	TYPE	WK 1	WK 2	Y	AVG	AVG.	TOTAL	LADY WORK-	WOMEN					MEN					TEENS	CHILDREN												
#	DAY	TIME						%	%	(2+)	OF	TOTAL	18	18	25-	35-	55+	TOTAL	18-	18-	25-	35-	55+	(12-17)	(7-11)										
											HOUSE	34	49	54	64	55+	34	49	54	64	55+	TOTAL	TOTAL												
LATE FRINGE CONT'D																																			
ABC NEWS:NIGHTLINE-T-F										29	186	186	A	6.5	19	530	1313	592	213	624	181	356	343	333	197	624	169	328	310	307	254	65	16	LT	LT
TU-F 11.30P 30 ABC N										96	96	B	6.6	19	538	1357	586	218	631	192	342	319	316	226	648	208	361	335	317	231	64	15	14	10	
ABC WEEKEND REPORT-SAT.										8	168	163	A	6.6	14	538	1468	643	199	643	112	247	288	287	332	654	286	437	403	223	174	89	71	82	66
SAT. 11.00P 15 ABC N										90	89	B	6.1	13	497	1473	615	187	667	206	333	343	309	243	658	267	427	375	282	173	76	45	72	55	
ABC WEEKEND REPORT-SUN.										8	170	167	A	4.5	11	367	1452	400	136	414	215	299	226	131	115	778	335	575	562	368	122	240	150	20	20
1 SUN. 11.00P 15 ABC N										92	93	B	4.7	11	383	1365	502	169	531	231	340	275	217	150	753	300	534	525	351	165	66	36	15	LT	
2 SUN. 11.38P 15																																			
CBS SUNDAY NEWS-OSGOOD										9	126	130	A	6.2	13	505	1525	765	172	811	221	331	354	310	401	677	219	390	305	340	273	21	LT	16	LT
1 SUN. 11.18P 15 CBS N										72	72	B	5.9	13	481	1390	693	168	736	153	294	303	348	391	606	185	337	312	277	242	44	14	LT	LT	
2 SUN. 11.00P 15																																			
FANTASY ISLAND-12.00										8	158	158	A	3.0	14	245	820	229	175	351	196	207	122	52	132	346	211	264	216	115	82	123	123	LT	LT
TUE. 12.00M 68 ABC A										90	92	B	3.0	15	245	957	375	173	457	223	318	251	180	107	431	258	342	258	141	75	67	33	LT	LT	
12.00 - 12.30												A	3.1	13	253	1012	313	206	451	229	245	166	87	178	474	249	355	324	178	119	87	87	LT	LT	
12.30 - 1.00												A	2.8	15	228	368	78	LT	78	LT	LT	LT	65	136	71	84	84	65	52	154	154	LT	LT		
Fridays										7	173	171	A	3.8	14	310	1503	529	262	616	358	546	345	225	39	680	431	563	400	146	117	207	119	LT	LT
FRI. 12.00M 71 ABC GV										93	95	B	4.8	18	391	1503	541	289	605	338	518	345	236	60	608	374	484	381	179	88	257	100	33	31	
12.00 - 12.30												A	4.4	14	359	1677	547	237	655	375	565	364	243	48	716	428	576	420	163	140	306	167	LT	LT	
12.30 - 1.00												A	3.5	14	285	1400	558	298	628	383	590	362	231	LT	646	442	540	357	112	106	126	77	LT	LT	
FRIDAYS-PART 2										6	173	170	A	2.9	14	236	962	373	144	402	169	233	220	115	123	517	289	470	398	190	47	43	43	LT	LT
1 THU. 1.11A 9 ABC GV										91	91	B	1.6	18	293	1259	466	285	490	253	427	279	197	53	520	117	467	357	194	37	237	96	11	11	
2 FRI. 1.11A 3																																			
LATE MOVIE I										49	162	161	A	6.1	21	497	1350	669	257	775	312	482	410	344	201	528	251	381	308	221	117	27	LT	20	14
M & TH 11.30P 71 CBS FF										89	89	B	5.9	21	481	1339	666	258	765	315	510	437	353	180	513	236	364	313	226	113	47	23	14	13	
1 TUE. 11.30P 70																																			
1 WED. 11.30P 80																																			
1 FRI. 11.30P 74																																			
2 TUE. 11.30P 69																																			
2 WED. 11.30P 67																																			
2 FRI. 11.30P 75																																			
11.30 - 12.00												A	6.7	20	546	1441	716	297	816	314	475	419	359	237	558	257	385	313	226	137	39	15	28	18	
12.00 - 12.30												A	6.0	23	489	1309	635	228	744	307	478	404	331	179	529	271	398	322	215	103	22	LT	14	10	
12.30 - 1.00												A	3.5	19	285	488	215	67	345	137	249	112	133	96	126	35	35	LT	91	91	17	LT	LT		
LATE MOVIE II										49	161	161	A	4.1	24	334	1111	484	197	604	267	428	342	268	119	440	191	347	276	216	74	52	15	15	15
1 MON. 12.41A 48 CBS FF										89	89	B	3.9	24	318	1210	529	202	637	301	466	368	277	111	505	242	389	328	229	82	54	25	LT	LT	
1 TUE. 12.40A 45																																			
1 WED. 12.50A 39																																			
1 THU. 12.41A 43																																			
1 FRI. 12.44A 40																																			
2 MON. 12.41A 42																																			
2 TUE. 12.39A 51																																			
2 WED. 12.37A 43																																			
2 THU. 12.41A 44																																			
2 FRI. 12.45A 39																																			
12.30 - 1.00												A	4.1	24	350	951	428	137	548	260	394	296	217	117	366	189	280	197	111	72	37	LT	LT	LT	
1.00 - 1.30												A	3.9	25	318	1094	458	176	569	252	405	321	254	110	450	193	359	289	225	69	59	22	16	16	
LOVE BOAT-12.00										8	160	163	A	3.6	18	291	1273	628	225	638	334	433	338	257	112	542	327	378	270	143	129	79	51	LT	LT
CONT'D																																			

2ND NOV. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION																					
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	K E Y	AVG. AUD %	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)												
														TOTAL	18-34	WOMEN 18-25-35-64-55+					TOTAL	18-34	MEN 18-25-35-64-55+					TOTAL FEM	TOTAL M									
LATE FRINGE CONT'D																																						
LOVE BOAT-12.00-CONT'D																																						
WED. 12.00M 69 ABC CS 91 92														B	3.2	17	261	1034	473	150	497	218	353	271	213	109	457	229	313	255	157	119	76	48	LT	LT		
12.00 - 12.30														A	4.0	17	326	1169	578	163	596	294	381	326	255	123	436	206	257	132	138	145	113	58	24	24		
12.30 - 1.00														A	3.4	19	277	1401	700	255	700	401	506	350	259	105	643	459	498	390	133	112	58	58	LT	LT		
NBC LATE NIGHT MOVIE																																						
1 SUN. 11.30P 46 NBC FF 42 42														A	1.6	5	130	592	431	269	492	169	362	300	308	84	100	LT	47	77	93	LT	LT	LT	LT			
2 SUN. 11.30P 39														B	1.8	6	147	882	356	171	443	170	300	223	234	110	363	210	266	202	113	56	58	LT	LT	LT	LT	
11.30 - 12.00														A	1.6	5	130	662	470	285	539	185	385	323	331	100	123	LT	61	92	108	LT	LT	LT	LT			
SATURDAY NIGHT																																						
1 SAT. 11.30P 74 NBC GV 99 98														A	6.9	21	562	1569	517	304	574	270	442	325	259	116	622	374	526	342	221	65	297	137	76	73	76	73
2 SAT. 11.30P 82														B	7.8	24	636	1617	545	292	606	291	458	336	260	121	713	420	591	440	260	78	226	96	72	66	72	66
11.30 - 12.00														A	7.7	21	628	1691	588	334	648	279	478	353	298	156	627	329	504	355	259	91	293	119	123	116		
12.00 - 12.30														A	6.7	22	546	1485	480	288	533	258	408	307	238	104	608	408	528	327	183	47	307	155	37	37		
12.30 - 1.00														A	6.4	23	522	1383	451	308	483	266	444	351	217	29	611	379	546	330	213	36	231	155	58	58		
SCTV COMEDY NETWORK																																						
1 FRI. 12.30A 90 NEC GV 94 92														A	2.9	14	236	1110	504	119	504	241	318	301	152	165	547	326	444	331	212	89	51	LT	LT	LT	LT	
2 FRI. 12.30A 88														B	2.9	14	236	1212	518	125	528	290	368	253	160	136	637	403	556	350	204	70	35	LT	LT	LT	LT	
12.30 - 1.00														A	3.8	15	310	1139	532	126	532	207	303	300	199	206	544	310	409	298	215	121	46	LT	17	17		
1.00 - 1.30														A	2.7	13	220	1050	459	109	464	237	286	295	135	151	541	350	454	355	191	77	45	LT	LT	LT	LT	
1.30 - 2.00														A	2.1	12	171	1181	507	116	502	316	380	298	75	122	596	351	532	398	245	35	83	LT	LT	LT	LT	
TOMORROW COAST TO COAST-1 32 186 186														A	2.9	15	236	1203	592	139	614	132	339	314	321	254	568	242	403	339	254	123	LT	T	21	LT	LT	LT
M TH 12.30A 30 NBC CL 93 93														B	2.7	15	220	1146	597	166	624	179	321	300	304	257	487	223	346	269	197	113	LT	LT	LT	LT	LT	LT
TOMORROW COAST TO COAST-2 32 187 187														A	1.8	14	147	1252	653	176	673	190	374	299	286	279	565	293	422	333	204	109	LT	LT	LT	LT	LT	LT
1 MON. 1.00A 55 NBC CC 93 93														B	1.7	13	139	968	480	124	488	146	242	215	223	210	460	227	336	265	163	102	LT	LT	LT	LT	LT	LT
1 TUE. 1.00A 48																																						
1 W & TH 1.00A 56																																						
2 MON. 1.00A 56																																						
2 TU & W 1.00A 57																																						
2 THU. 1.00A 55																																						
1.00 - 1.30														A	2.0	14	163	1258	656	196	681	197	380	300	288	282	559	276	386	318	185	130	LT	LT	LT	LT		
1.30 - 2.00														A	1.6	15	130	631	293	LT	300	69	161	161	138	139	315	162	261	192	123	54	LT	LT	LT	LT	LT	LT
TONIGHT SHOW																																						
M F 11.30P 60 NBC GV 99 99														A	7.3	24	595	1345	642	174	688	214	365	307	276	291	589	249	388	321	246	166	48	15	20	10	20	10
11.30 12.00														B	6.5	22	530	1320	668	185	711	223	377	327	313	290	542	224	356	289	219	159	48	12	19	11	19	11
1.00 1.30														A	8.0	23	652	1419	692	198	743	241	396	324	282	313	620	261	402	334	256	185	39	15	17	8	17	8
														A	6.5	25	530	1258	586	143	626	185	331	283	267	267	555	237	369	302	231	148	56	14	21	10	21	10
VEGA\$ 1.00M																																						
THU. 12.00M 69 ABC PD 90 91														A	2.8	14	228	1215	403	141	469	157	369	343	225	87	653	263	495	385	351	114	75	LT	LT	LT	LT	
12.00 1.30														B	3.1	15	253	1158	471	194	536	213	366	304	249	122	552	214	412	356	290	102	66	LT	LT	LT	LT	
12.30 1.00														A	2.7	11	220	1200	459	159	500	182	423	390	249	69	691	268	523	336	387	137	LT	LT	LT	LT	LT	LT
														A	3.0	16	245	1200	388	146	465	155	354	327	220	90	572	204	420	372	330	102	135	LT	28	28	28	28
WEEKDAY DAYTIME																																						
ABC AFTERSCHOOL 5P (TUES) 190														A	8.3	23	676	1735	599	273	698	356	557	362	241	141	384	51	172	233	267	151	272	177	381	296	381	296
1 WED. 4.30P 60 ABC FV 95																																						
4.30 - 5.00														A	8.1	24	660	1733	558	244	622	315	523	350	226	99	383	56	149	217	249	166	300	193	428	277		
5.00 - 5.30														A	8.4	22	685	1739	642	302	770	395	591	375	255	179	386	45	196	248	285	138	248	164	335	316	335	316
ABC DAYTIME NEWSBRIEF-M-F 99 177 177														A	9.9	35	807	1375	870	240	965	489	702	501	301	235	244	123	182	133	92	50	91	75	75	38	75	38
CONT'D																																						

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK # DAY		START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	KEY	AVG AUD %	AVG SHARE %	AVG AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK OF HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (7-11)					
															TOTAL	18-34	WOMEN 18-24 25-34 35-44 45+				TOTAL	18-34	MEN 18-24 25-34 35-44 45+				TOTAL FEM	TOTAL	6-11			
WEEKDAY DAYTIME CONT'D																																
ABC DAYTIME NEWSBR-CONT'D																																
1	M-F	1.57P	2	ABC	N		95	95	B	9.5	34	774	1272	831	222	910	464	655	484	297	222	214	111	159	118	80	42	71	55	77	27	
2	MWTHF	1.57P	2																													
2	TUE.	1.56P	3																													
ALICE-M-F																																
1	MTUWF	10.30A	30	CBS	CS		39	155	158	A	4.7	23	383	1266	612	125	690	337	450	350	246	209	283	126	143	97	98	105	90	33	203	94
1	THJ.	10.42A	18							B	4.7	24	383	1263	612	149	691	331	457	353	250	200	282	124	159	94	103	106	95	36	195	83
2	M-F	10.30A	30																													
ALL MY CHILDREN																																
1	M TH	1.00P	60	ABC	DD		39	199	200	A	10.2	37	831	1385	875	245	968	485	702	499	313	241	239	125	177	132	85	49	88	74	90	44
1	FRI.	1.20P	40							B	9.7	36	791	1274	833	232	910	456	653	476	309	224	211	105	151	113	78	47	73	57	80	29
2	M-F	1.00P	60																													
	1.00 - 1.30									A	9.7	35	791	1383	872	260	966	480	697	489	313	244	233	119	168	127	80	53	88	75	96	42
	1.30 - 2.00									A	10.7	38	872	1378	870	236	963	485	700	500	308	239	242	126	182	134	89	49	92	74	81	41
ANOTHER WORLD																																
1	MWTHF	2.00P	60	NBC	DD		35	205	205	A	4.3	15	350	1217	879	185	931	391	503	397	305	400	231	51	71	55	100	148	LT	LT	46	LT
1	TUE.	2.37P	23							B	4.3	16	350	1245	875	157	955	361	481	399	337	438	231	53	78	52	93	145	20	LT	39	LT
2	M-F	2.00P	60																													
	2.00 - 2.30									A	4.3	16	350	1229	889	183	935	394	506	409	306	403	237	60	80	58	97	151	LT	LT	49	14
	2.30 - 3.00									A	4.2	15	342	1216	889	181	944	392	508	400	315	404	219	43	58	50	98	143	LT	LT	44	LT
AS THE WORLD TURNS																																
							39	196	198	A	6.9	25	562	1340	814	133	931	193	359	332	399	515	330	62	83	65	141	226	42	25	37	18
1 MTH 1.30P 60 CBS DD 99 99																																
1 TUE. 2.38P 22																																
1 WED. 2.00P 30																																
2 M-F 1.30P 60																																
1.30 - 2.00																																
2.00 - 2.30																																
2.30 - 3.00																																
BATTLESTARS																																
1	MTUWF	11.30A	30	NBC	QG		19	174	175	A	3.6	16	293	1294	778	132	840	174	311	250	352	485	413	50	108	100	148	280	LT	LT	34	LT
2	M-F	11.30A	30							B	3.8	18	310	1293	824	174	857	167	283	246	354	522	371	65	120	105	111	240	20	LT	45	20
BLOCKBUSTERS																																
1	MTUWF	10.30A	30	NBC	QG		38	148	146	A	3.5	18	285	1186	727	99	779	232	333	295	333	400	312	55	95	129	135	169	LT	LT	81	39
2	M-F	10.30A	30							B	3.4	18	277	1236	770	93	823	225	325	304	330	438	334	62	150	163	160	157	25	LT	54	19
BODY HUMAN LOVE PROC. MEN2(S)																																
1	WED.	1.30P	30	CBS	DO		197			A	6.2	21	505	1085	758	160	829	260	423	410	353	325	85	LT	LT	LT	LT	78	56	56	115	61
BODY HUMAN LOVE PROC. MINT(S)																																
1	TUE.	1.30P	30	CBS	DO		197			A	6.8	24	554	1045	680	123	821	206	332	356	340	405	194	19	60	60	88	134	19	19	11	LT
CBS NEWS SPEC. RPT. 9.00AM																																
1	THU.	9.00A	60	CBS	N		179			A	1.7	35	139	1590	617	424	625	101	439	338	416	186	531	LT	157	194	423	337	390	LT	44	44
	6.00 - 6.30									A	1.5	39	122	1123	401	328	401	81	245	164	231	156	459	LT	147	147	344	312	263	LT	LT	LT
	6.30 - 7.00									A	1.9	32	155	1929	788	490	788	116	587	471	554	201	580	LT	168	233	484	347	482	LT	79	79
CBS NEWS SPEC. RPT. 9.00AM																																
1	THU.	9.00A	102	CBS	N		179			A	5.6	23	456	1346	680	114	735	152	244	248	326	417	438	109	129	203	220	224	50	30	123	57
	9.00 - 9.30									A	4.1	20	334	1362	692	189	707	48	212	300	356	407	395	96	96	188	194	207	86	51	174	114
CONT'D																																

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																							
WK #	DAY	START TIME	DUR	NET	PROG TYPE	WK 1	WK 2	K E Y	AVG AUD. SHARE %	AVG AUD. SHARE %	TOTAL PERSONS (2+)	LADY WORK OF ING WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																
GUIDING LIGHT					40	193	194	A	7.9	25	644	1312	764	170	896	189	374	345	429	455	293	80	112	100	137	158	64	45	59	31		
M-F					3.00P	60	CBS DD	99	99	B	7.5	25	611	1306	791	174	918	230	419	408	436	416	248	70	103	91	106	127	78	54	62	36
3.00					3.30			A	7.7	25	628	1303	762	162	892	183	364	337	429	465	296	76	109	99	142	164	61	43	54	29		
3.30					4.00			A	8.1	25	660	1305	765	166	895	193	380	352	427	445	283	81	112	99	129	150	65	45	62	33		
LAS VEGAS GAMBIT					38	125	127	A	2.5	13	204	1221	779	78	779	225	314	338	309	397	333	73	83	99	94	215	40	LT	69	LT		
1 MTUWF					10.00A	30	NBC QG	76	76	B	2.4	13	196	1335	825	94	868	255	358	320	327	456	338	70	140	138	135	182	32	LT	97	LT
2 MTUHF					10.00A	30																										
LOVE BOAT DAYTIME					38	185	185	A	5.7	27	465	1284	645	140	679	318	479	355	265	191	273	131	208	144	121	49	121	84	211	116		
1 MTUWF					11.00A	60	ABC CS	93	94	B	5.5	27	448	1247	633	183	677	348	496	368	245	157	267	151	207	139	91	52	100	62	203	81
2 M F					11.00A	60																										
11.00 - 11.30								A	5.2	25	424	1285	639	127	674	316	457	342	259	205	274	127	207	140	128	54	132	92	205	111		
11.30 - 12.00								A	6.2	28	505	1269	645	145	678	320	494	361	265	176	269	136	210	146	112	44	114	80	208	118		
MORNING KURALT & SAWYER(B)					173			A	2.6	17	212	1736	693	316	783	137	420	368	467	330	538	118	222	212	302	293	75	LT	340	161		
1 THU.					7.00A	120	CBS N	96																								
7.00 - 7.30								A	2.1	21	171	1988	712	479	712	52	507	507	660	205	702	LT	229	322	557	380	193	LT	381	159		
7.30 - 8.00								A	2.5	16	204	1794	700	475	808	108	499	391	603	309	574	176	289	203	294	269	59	LT	353	202		
8.00 - 8.30								A	2.9	16	236	1809	740	305	901	275	496	381	386	360	474	110	221	192	263	253	31	LT	403	188		
8.30 - 9.00								A	3.0	16	245	1351	608	70	652	81	196	225	269	383	424	155	155	155	151	269	50	29	225	102		
MORNING KURALT & SAWYER					38	179	178	A	2.3	12	187	1203	679	90	690	145	284	304	374	348	380	59	133	144	214	225	53	LT	80	LT		
1 MTUWF					7.30A	90	CBS N	98	98	B	2.3	12	187	1282	602	138	629	123	255	301	336	305	419	93	182	191	212	200	52	LT	182	61
J M I					7.00A	90		A	2.3	11	187	1125	651	106	669	129	304	116	385	371	396	64	133	123	182	219	40	LT	117	11		
7.00 - 8.30								A	2.3	12	187	1198	684	80	690	134	273	295	380	363	396	53	129	150	225	230	48	LT	64	11		
8.30 - 9.00								A	2.3	11	187	1187	710	91	716	171	278	310	368	358	357	68	133	123	182	219	60	LT	54	11		
NEWSBREAK-11.57					38	167	166	A	6.3	28	513	1267	707	122	808	294	398	279	269	376	314	80	99	97	125	181	26	LT	119	43		
M-F					11.57A	2	CBS N	89	89	B	5.9	27	481	1235	689	137	775	237	363	302	302	365	328	101	135	97	117	178	46	15	86	30
NEWSBREAK-3.57					40	176	177	A	6.7	20	546	1249	751	155	873	201	367	353	406	421	251	79	109	84	106	132	68	44	57	27		
M-F					3.57P	2	CBS N	95	95	B	6.2	19	505	1247	746	158	875	222	394	394	421	383	219	66	103	85	88	108	91	63	62	38
ONE DAY AT A TIME-M-F					37	131	130	A	3.2	16	261	1303	664	149	721	342	490	364	264	203	288	131	142	87	107	100	87	34	207	88		
1 M W					10.00A	30	CBS CS	78	78	B	3.2	17	261	1194	577	137	641	288	414	323	241	194	283	117	158	102	118	107	102	47	168	70
1 FRI.					10.09A	21																										
2 MTUHF					10.00A	30																										
ONE LIFE TO LIVE					39	200	200	A	10.2	37	831	1309	858	225	931	449	642	473	308	262	205	88	136	106	87	56	88	72	85	51		
1 MTUHF					2.00P	60	ABC DD	99	99	B	10.1	37	823	1229	839	210	898	450	629	477	307	232	184	82	119	86	73	55	76	57	71	34
1 THU.					2.39P	61																										
2 M F					2.00P	60																										
2.00					2.30			A	9.8	36	799	1288	858	233	928	451	644	464	306	256	208	93	144	112	91	52	67	58	85	48		
2.30					3.00			A	10.5	38	856	1310	856	221	934	447	642	473	309	267	199	84	127	99	85	58	95	75	82	49		
3.00					3.30			A	11.5	38	937	1308	809	199	865	445	612	521	265	237	200	78	127	95	65	57	161	139	82	58		
PASSWORD PLUS					20	131	131	A	2.8	11	228	1298	811	92	834	168	317	285	346	482	324	43	87	52	127	237	61	43	79	36		
M-F					12.00N	30	NBC QG	69	71	B	2.7	11	220	1318	845	120	872	162	304	304	361	518	339	75	107	63	103	232	43	27	64	25
PRICE IS RIGHT 1					31	193	191	A	5.9	28	481	1339	717	136	823	334	432	290	249	357	323	71	115	107	117	188	37	13	156	62		
M-F					11.00A	30	CBS AP	96	96	B	5.6	28	456	1312	680	134	793	308	421	304	264	331	341	98	155	111	125	174	55	20	123	45
PRICE IS RIGHT 2					38	194	194	A	7.3	17	595	1316	725	134	833	313	419	294	266	376	324	75	110	102	132	187	29	11	130	52		
M-F					11.30A	30	CBS AP	96	96	B	6.8	17	554	1287	706	142	799	271	395	313	290	356	333	96	140	102	127	180	51	17	104	38

111

2ND NOV. 1981 REPORT

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME		T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		K E Y	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																								
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
WK #	START DAY	TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TEEN (12-17) TOTAL	CHILDREN (7-11) TOTAL	
WEEKEND DAYTIME CONT'D																																
ABC SPECIAL REPORT-3.50(S)						211		A	12.3	31	1002	1422	341	142^	460	179^	290	178^	185^	163^	780	240	357	359	387	337	104^	45^	78^	58^		
1	SAT.	3.50P	6	ABC N		99		A	11.4	25	929	1482	360	112^	507	186^	273	138^	180^	234^	804	274	407	378	356	308	91^	18^	80^	80^		
ABC SPECIAL REPORT-5.06PM(S)						210		A	11.4	25	929	1482	360	112^	507	186^	273	138^	180^	234^	804	274	407	378	356	308	91^	18^	80^	80^		
1	SAT.	5.06P	5	ABC N		99		A	11.4	25	929	1482	360	112^	507	186^	273	138^	180^	234^	804	274	407	378	356	308	91^	18^	80^	80^		
ASK NBC NEWS-12:28PM						5	177	179				A	5.0	17	408	1422	194^	100^	203^	143^	170^	132^	60^	33^	218^	179^	197^	163^	18^	21^	211^	116^
	SAT.	12.28P	2	NBC CN		90	90	B	5.0	18	408	1461	220	77	230	126	148	123	64	63	292	197	229	132	44	63	237	142	702	400		
ASK NBC NEWS-8:28AM						10	172	175				A	4.1	29	334	1503	220^	111^	238^	141^	219^	189^	97^	19^	166^	78^	106^	106^	58^	60^	183^	20^
	SAT.	8.28A	2	NBC CN		94	95	B	3.5	25	285	1597	212	75	228	86	159	132	117	56	181	89	126	111	68	44	218	79	970	664		
ASK NBC NEWS-10:28AM						10	197	197				A	4.6	18	375	1552	220^	151^	220^	97^	183^	141^	111^	20^	202^	161^	186^	115^	30^	16^	63^	35^
	SAT.	10.28A	2	NBC CN		98	97	B	4.9	20	399	1658	249	114	250	141	189	110	66	56	252	166	196	112	46	52	127	44	1029	635		
ASK NBC NEWS-11:28AM						9	192					A	5.8	22	473	1480	104^	LT	104^	21^	80^	104^	83^	LT	191^	151^	184^	116^	33^	LT	130^	36^
1	SAT.	11.28A	2	NBC CN		95		B	5.0	20	408	1634	194	105	221	126	172	116	64	38	292	211	250	129	60	42	224	74	1055	457^		
ASK NBC NEWS-09:12AM						3	202	203				A	8.2	40	668	1651	298	184	298	172^	227	127^	78^	71^	118^	85^	107^	79^	22^	11^	114^	38^
	SAT.	9.12A	2	NBC CN		99	99	B	8.0	39	652	1663	239	137	240	155	192	123	53	48	106	75	98	78	23	8	128	45	1121	638		
ASK NBC NEWS-11:58AM						1	186					A	4.9	17	399	1378	130^	123^	197^	197^	197^	144^	LT	LT	229^	229^	229^	229^	LT	LT	233^	120^
2	SAT.	11.58A	2	NBC CN		95		B	4.9	17	399	1378	130	123	197	197	197	144	LT	LT	229	229	229	229	LT	LT	233	120	719	456^		
BLACKSTAR						10	187	186				A	6.7	25	546	1659	379	247	482	288	328	153^	145^	132^	242	164^	183^	136^	45^	33^	177^	69^
SAT.		11.00A	30	CBS CA		96	96	B	6.8	27	554	1574	354	189	408	237	314	192	131	77	282	194	237	153	89	39	158	87				
BUGS BUNNY/ROAD RUNNER 1						10	198	200				A	5.0	23	408	1645	280^	194^	395	229^	319	191^	140^	66^	285^	165^	194^	155^	74^	59^	107^	48^
	SAT.	9.00A	30	CBS CA		99	99	B	4.6	21	375	1603	293	126	373	229	308	171	117	56	295	186	228	152	83	58	171	52	764	160		
BUGS BUNNY/ROAD RUNNER 2						10	198	200				A	7.7	31	628	1710	298	217	436	238	352	233	149^	80^	287	186^	222	176^	62^	51^	141^	62^
	SAT.	9.30A	30	CBS CA		99	99	B	6.9	29	562	1661	310	132	382	214	302	178	128	67	316	196	244	183	87	63	213	74	750	368		
BUGS BUNNY/ROAD RUNNER 3						10	197	200				A	8.1	32	660	1806	381	201	495	278	381	246	159^	99^	346	238	272	208	74^	61^	241	60^
	SAT.	10.00A	30	CBS CA		99	99	B	7.6	31	619	1614	338	132	399	221	313	195	133	76	341	226	281	190	86	59	218	65	724	379		
BULLWINKLE						9	149	151				A	3.2	11	261	1341	180^	73^	256^	200^	222^	103^	56^	34^	253^	210^	210^	175^	LT	43^	135^	96^
	SAT.	12.30P	30	NBC CA		82	84	B	3.2	11	261	1364	274	98	303	155	185	124	94	101	278	161	200	129	63	78	149	133	634	313		
CBS NEWS SPC. RPT-3PM(S)						184		A	7.5	19	611	1471	652	110^	706	186^	393	322^	381^	267^	583	146^	255^	314^	309^	230^	9^	9^	173^	50^		
1	SAT.	3.00P	90	CBS N		99		A	5.3	14	432	1435	611	79^	629	180^	354^	261^	316^	250^	537^	128^	227^	314^	280^	201^	LT	LT	269^	100^		
	3.00 - 3.30							A	7.0	18	571	1469	660	44^	676	172^	385^	304^	372^	255^	623	159^	288^	339^	348^	222^	LT	LT	170^	48^		
	3.30 - 4.00							A	10.1	24	823	1507	674	174^	772	196^	422	372	426	287^	583	146^	247^	299	300	253^	23^	23^	129^	25^		
	4.00 - 4.30																															
CBS NFL FTBL PRE						10	189	195				A	8.0	25	652	1445	328	144^	378	107^	247	225	188	120^	773	302	501	386	364	243	153^	60^
	SUN.	12.30P	30	CBS SC		99	99	B	7.4	25	603	1551	371	169	441	174	275	228	189	144	821	393	579	429	317	214	141	25	148	100		
CBS NFL FTBL QM 1						10	203	197				A	18.7	45	1524	1629	427	165	486	171	272	241	219	178	910	383	557	512	418	268	111	28^
1	SUN.	1.00P	20^	CBS SE		99	99	B	17.5	43	1426	1607	417	173	471	190	305	258	210	142	892	381	578	521	396	243	118	31	126	89		
	2 SUN.	1.00P	10^																													
	1.00 - 1.30							A	14.3	39	1165	1512	384	109	429	147	240	204	178	163	837	328	496	446	414	267	116	49^	130	95^		
	1.30 - 2.00							A	17.5	45	1426	1569	373	123	436	168	251	211	177	155	907	367	532	496	438	276	98	18^	128	95		
	2.00 - 2.30							A	18.7	46	1524	1592	402	156	460	169	255	219	197	168	916	387	546	481	411	288	99	13^	117	89		
	2.30 - 3.00							A	18.6	45	1516	1651	448	176	497	181	279	246	218	185	966	419	581	537	438	279	106	14^	82	54^		
	3.00 - 3.30							A	19.6	45	1597	1661	437	179	522	188	284	243	227	201	932	412	588	551	397	263	93	32^	114	81		
CONT'D																																

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			AUDIENCE COMPOSITION														
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											TEENS (12-17)		CHILDREN (2-11)					
													WOMEN					MEN													
													18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL 6-11
WEEKEND DAYTIME CONT'D																															
IN THE NEWS-		8.26AM				10	184	185	A	2.9	19	236	2237	416	364	593	385	550	266	208	43	148	88	148	110	60	LT	85	54	1411	852
SAT.		8.26A		3	CBS CN	98	98	B	3.2	21	261	1511	212	103	248	136	189	106	87	55	180	91	112	76	89	56	100	40	983	581	
IN THE NEWS-		8.56AM				10	190	191	A	3.2	17	261	1517	226	85	268	185	203	50	83	65	176	115	176	126	61	LT	150	122	923	479
SAT.		8.56A		3	CBS CN	98	98	B	3.6	19	293	1505	240	68	253	150	191	102	88	47	232	148	172	110	74	60	164	76	856	436	
IN THE NEWS-		9.26AM				10	198	200	A	5.7	25	465	1604	256	186	383	196	297	196	150	75	260	127	161	141	77	74	129	60	832	447
SAT.		9.26A		3	CBS CN	99	99	B	5.1	23	416	1601	296	124	381	226	308	175	122	62	281	172	212	145	81	60	189	66	750	352	
IN THE NEWS		9.56AM				10	198	200	A	8.3	33	676	1652	284	197	420	215	327	231	143	90	285	196	221	169	50	49	159	65	788	427
SAT.		9.56A		3	CBS CN	99	99	B	7.3	30	595	1620	303	127	369	205	288	167	120	73	319	196	248	188	87	66	218	77	714	345	
IN THE NEWS-		11.56AM				10	178	184	A	5.3	18	432	1676	376	235	434	268	303	139	106	102	144	91	102	54	20	37	230	34	868	460
SAT.		11.56A		3	CBS CN	88	97	B	5.6	21	456	1523	355	159	409	246	305	177	105	84	221	149	183	118	57	31	187	61	706	356	
IN THE NEWS-		12.26PM				10	174	180	A	5.0	17	408	1520	308	200	369	213	242	140	71	85	284	233	256	118	30	21	177	69	690	351
SAT.		12.26P		3	CBS CN	88	96	B	5.4	20	440	1576	393	169	460	232	303	203	146	121	287	200	237	134	73	43	166	43	663	348	
IN THE NEWS-		12.56PM				10	148	159	A	5.9	19	481	1609	369	141	369	158	261	170	185	89	495	366	423	259	103	67	113	50	632	337
SAT.		12.56P		3	CBS CN	83	92	B	5.7	20	465	1649	360	131	435	199	288	190	152	130	352	216	273	167	117	65	181	55	681	372	
IN THE NEWS-		1.26PM				10	168	163	A	5.1	16	416	1582	506	202	561	371	488	215	164	61	368	269	288	201	60	55	52	LT	601	354
SAT.		1.26P		3	CBS CN	95	93	B	5.4	18	440	1627	425	170	493	232	331	219	192	134	337	202	239	141	112	72	173	66	624	351	
IN THE NEWS-		10.56AM				10	192	191	A	6.5	25	530	1764	428	204	545	263	381	234	205	157	300	214	247	215	49	37	251	69	668	322
IN THE NEWS-		11.26AM				10	187	186	A	6.3	23	513	1649	388	247	488	294	335	146	152	127	242	167	183	115	42	43	182	76	717	179
SAT.		11.26A		3	CBS CN	96	96	B	6.4	25	522	1554	348	159	407	242	306	178	123	86	270	183	222	151	65	40	158	63	719	354	
KID SUPER POWER I						10	196	197	A	5.6	23	456	1673	263	130	263	164	227	127	63	36	193	117	134	127	54	22	77	24	1140	605
SAT.		9.30A		30	NBC CA	98	97	B	5.6	24	456	1632	242	97	244	137	172	100	63	69	175	103	131	87	56	29	138	67	1075	678	
KID SUPER POWER II						10	197	197	A	5.3	21	432	1611	237	142	237	126	191	125	79	37	195	158	179	106	26	16	58	29	1121	600
SAT.		10.00A		30	NBC CA	98	97	B	5.7	24	465	1720	252	115	254	151	196	110	64	51	222	155	186	107	46	33	132	47	1112	705	
KIDS ARE PEOPLE TOO I						9	122	117	A	2.6	11	212	1788	410	156	443	221	359	236	143	84	532	311	448	207	180	84	123	117	690	287
1 SUN.		10.30A		30	ABC CL	81	81	B	2.4	10	196	1629	414	180	438	218	288	197	130	126	357	207	306	179	133	46	268	141	566	335	
2 SUN.		10.30A		36																											
10.30 - 11.00									A	2.6	11	212	1774	397	165	435	222	355	232	133	80	534	316	444	203	170	90	126	126	679	278
KIDS ARE PEOPLE TOO II						9	123	118	A	3.0	12	245	1812	460	139	522	270	375	175	125	147	531	261	391	236	224	87	66	40	693	367
1 SUN.		11.00A		30	ABC CL	82	82	B	2.6	11	212	1794	438	183	470	226	301	181	143	146	379	196	287	192	152	68	323	121	622	414	
2 SUN.		11.06A		24																											
KWICKY KOALA SHOW						10	184	185	A	2.5	18	204	2059	356	294	504	323	455	235	181	49	138	97	138	99	41	LT	79	44	1338	815
SAT.		8.00A		30	CBS CA	98	98	B	2.7	20	220	1542	218	101	251	112	165	112	95	80	194	85	103	73	94	77	126	53	971	592	
LAVERNE AND SHIRLEY						6	195	195	A	6.7	28	546	1659	158	118	200	128	170	82	48	30	185	63	154	148	106	21	345	146	929	632
SAT.		9.30A		30	ABC CA	99	99	B	6.9	30	562	1699	170	90	197	114	153	117	65	35	141	74	122	115	58	16	317	80	1044	706	
MEET THE PRESS						8	157	133	A	3.0	11	245	1376	408	114	465	131	131	102	102	313	724	127	278	349	380	375	40	40	147	103
SUN.		12.00N		30	NBC CC	90	88	B	3.1	11	245	1399	439	140	501	107	163	169	177	301	655	155	286	282	330	325	28	LT	115	55	
NCAA FOOTBALL PRE GAME						10	211	213	A	6.6	24	538	1539	333	163	361	174	231	200	124	98	776	286	520	496	341	203	118	LT	284	155
1 SAT.		12.00N		29	ABC SC	99	99	B	6.4	24	538	1411	366	138	383	165	225	186	136	133	626	229	377	343	253	207	134	61	268	174	
2 SAT.		12.00N		17																											

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND NOV. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																									
VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES		VIEWERS PER 1000 VIEWING HOUSE	

PROGRAM NAME										T/C THIS SEASON		NO OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																												
WK #	DAY	START TIME	DUR	NET	TYPE	PROG	WK 1	WK 2	KEY	AVG AUD. %	AVG. SHARE %	AVG. AUD (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																	
															TOTAL	18-34	WOMEN 18-25-35-55+			MEN 18-25-35-55+					TOTAL	FEM	TOTAL	6-11																
WEEKEND DAYTIME CONT'D																																												
SPORTSWORLD-SAT-CONT'D																																												
		4.00 - 4.30							A	4.1	10	334	1365	369	141	614	279	501	222	237	113	530	213	291	291	153	239	29	29	192	150													
		4.30 - 5.00							A	4.8	11	391	1286	467	163	608	253	506	346	285	102	463	147	251	202	178	212	69	69	146	105													
		5.00 - 5.30							A	5.8	13	473	1433	425	112	618	252	360	205	230	244	619	188	334	301	279	251	79	42	117	53													
		5.30 - 6.00							A	8.7	20	709	1604	537	159	582	127	218	231	309	328	804	310	496	501	386	231	68	18	150	35													
SUNDAY MORNING																																												
	SUN.	9.00A - 9.30	90	CBS	N		10	154	154	A	5.3	25	432	1461	538	232	547	151	225	224	272	273	718	259	350	305	320	313	36	22	160	113												
		9.30 - 10.00							B	5.0	25	408	1445	609	239	633	175	277	279	286	315	621	228	338	326	286	222	57	15	134	82													
		10.00 - 10.30							A	4.3	24	350	1500	501	179	505	111	168	145	252	297	732	246	335	318	309	331	14	14	249	157													
									A	5.8	27	473	1410	552	245	552	154	234	237	299	267	711	237	337	285	343	326	22	10	125	104													
									A	5.9	25	481	1443	532	252	552	175	247	259	245	254	697	284	364	309	301	278	63	39	131	96													
SUPERFRIENDS																																												
	SAT.	8.00A - 9.00	30	ABC	CA		10	171	170	A	3.5	19	285	1540	348	77	348	219	291	178	72	57	203	74	126	107	52	77	65	34	924	526												
									B	3.3	20	269	1497	211	54	244	148	211	139	65	33	196	127	146	103	24	47	146	32	911	538													
TARZAN/L.RANGER/ZORRO HR1																																												
	SAT.	11.30A - 12.00	30	CBS	CA		10	178	184	A	5.5	19	448	1574	405	252	463	285	323	144	114	112	161	101	112	73	27	33	189	30	761	384												
									B	5.8	22	473	1554	377	170	434	261	328	179	115	89	243	162	198	125	59	38	180	64	697	348													
TARZAN/L.RANGER/ZORRO HR2																																												
	SAT.	12.00N - 1.00	30	CBS	CA		10	174	180	A	5.5	19	448	1522	291	213	340	188	249	150	108	56	249	211	222	98	20	18	183	64	750	397												
									B	5.8	22	473	1581	377	157	438	238	310	188	125	105	257	188	223	138	60	23	173	45	713	382													
THIS WEEK DAVID BRINKLEY																																												
	SUN.	11.30A - 12.00	60	ABC	N		2	167	161	A	3.5	12	285	1589	491	221	540	126	227	234	278	225	837	392	480	314	250	299	36	21	176	130												
									B	3.5	12	285	1589	491	221	540	126	227	234	278	225	837	392	480	314	250	299	36	21	176	130													
									A	3.2	12	261	1678	512	260	550	156	278	257	271	203	836	399	513	403	269	257	LT	LT	276	223													
12.00 - 12.30																																												
									A	3.8	13	310	1484	461	184	522	93	170	206	278	245	827	379	440	233	228	335	48	26	117	41													
30 MINUTES																																												
	SAT.	1.30P - 2.00	30	CBS	DN		9	149	156	A	3.5	11	285	1291	540	207	585	368	477	298	217	41	158	119	119	67	39	39	22	LT	526	320												
									B	3.5	11	285	1471	497	200	591	288	373	243	220	166	255	117	173	134	106	62	146	76	479	278													
THUNDARR THE BARBARIAN																																												
	SAT.	11.30A - 12.00	30	ABC	CA		10	168	170	A	5.0	16	408	1544	256	163	263	153	251	184	110	12	427	261	330	224	106	97	289	102	565	361												
									B	5.2	20	424	1615	271	145	295	164	234	160	99	53	337	218	276	195	81	58	279	114	704	448													
TOM AND JERRY COMEDY SHOW																																												
	SAT.	12.30P - 1.00	30	CBS	CA		10	148	159	A	5.2	17	424	1642	325	198	325	205	281	171	120	16	448	381	422	252	50	17	157	71	712	387												
									B	5.6	20	456	1666	352	150	405	204	284	166	131	100	321	210	253	158	93	50	199	60	741	413													
TROILKINS																																												
	SAT.	8.30A - 9.00	30	CBS	CA		10	192	191	A	3.1	17	253	1581	222	98	261	206	232	58	55	29	174	106	174	123	68	LT	158	127	988	545												
									B	3.5	19	285	1533	252	66	264	164	209	107	84	43	209	121	149	118	80	54	158	77	902	484													

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. NOV. 9, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						22,410 27.5						34,470 42.3					
	ABC TV						THAT'S INCREDIBLE (OP)				NFL MONDAY NIGHT FOOTBALL BUFFALO VS DALLAS (9:00-12:07AM) (-OP) (SUSTAINING 12:07-12:17AM)							
	AVERAGE AUDIENCE (Households (000) & %)						16,790 20.6	18.7*			19,640 24.1	23.9*		26.1*		26.6*		23.7*
	SHARE OF AUDIENCE %						30	27 *			39	35 *		38 *		39 *		37 *
W E E K 2	AVG. AUD. BY 1/4 HR. %						18.1	19.3	22.3	22.7	23.7	24.0	26.2	26.1	26.9	26.3	23.5	23.9
	TOTAL AUDIENCE (Households (000) & %)						16,460 20.2		13,450 16.5		18,910 23.2		15,240 18.7		16,140 19.8			
	CBS TV						PRIVATE BENJAMIN		TWO OF US (OP)		M*A*S*H		HOUSE CALLS		LOU GRANT			
	AVERAGE AUDIENCE (Households (000) & %)						14,260 17.5		12,060 14.8		16,460 20.2		13,860 17.0		13,040 16.0	15.9*		16.1*
W E E K 1	SHARE OF AUDIENCE %						25		21		29		25		25	24 *		27 *
	AVG. AUD. BY 1/4 HR. %						16.8	18.1	14.6	15.0	19.8	20.6	17.0	17.0	15.7	16.2	16.3	15.9
	TOTAL AUDIENCE (Households (000) & %)						20,050 24.6				24,450 30.0							
	NBC TV						LITTLE HOUSE-PRAIRIE (OP)				NBC MONDAY NIGHT MOVIES FOR LADIES ONLY (SUS-OP)							
W E E K 2	AVERAGE AUDIENCE (Households (000) & %)						15,650 19.2	18.0*		20.5*	16,300 20.0	19.3*		20.7*		20.0*		19.9*
	SHARE OF AUDIENCE %						27	26 *		29 *	30	27 *		30 *		31 *		33 *
	AVG. AUD. BY 1/4 HR. %						17.8	18.2	20.5	20.5	19.1	19.6	20.8	20.5	19.8	20.2	20.6	19.3
	TOTAL AUDIENCE (Households (000) & %)						18,400 23.8				30,730 37.7							
W E E K 2	ABC TV						THAT'S INCREDIBLE (OP)				NFL MONDAY NIGHT FOOTBALL SAN DIEGO VS SEATTLE (9:00-12:12AM) (-OP) (SUSTAINING 12:10-12:12)							
	AVERAGE AUDIENCE (Households (000) & %)						15,080 18.5	17.6*		19.3*	15,570 19.1	18.0*		20.0*		21.5*		20.0*
	SHARE OF AUDIENCE %						28	27 *		29 *	32	26 *		29 *		32 *		31 *
	AVG. AUD. BY 1/4 HR. %						17.2	18.1	19.1	19.5	17.8	18.3	19.4	20.6	21.4	21.6	20.7	19.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,160 18.6		14,510 17.8		20,620 25.3		17,600 21.6		18,910 23.2			
	CBS TV						PRIVATE BENJAMIN		TWO OF US (OP)		M*A*S*H		HOUSE CALLS		LOU GRANT			
	AVERAGE AUDIENCE (Households (000) & %)						13,610 16.7		13,040 16.0		18,090 22.2		15,890 19.5		15,400 18.9	18.7*		19.1*
	SHARE OF AUDIENCE %						25		23		31		28		30	29 *		31 *
W E E K 2	AVG. AUD. BY 1/4 HR. %						16.3	17.2	15.8	16.2	20.6	23.7	19.8	19.3	18.1	19.3	19.4	18.8
	TOTAL AUDIENCE (Households (000) & %)						18,170 22.3				22,900 28.1				20,380 25.0			
	NBC TV						LITTLE HOUSE-PRAIRIE (OP)				GEO. BURNS EARLY XMAS SPEC (OP)				LORETTA LYNN LADY/LEGEND			
	AVERAGE AUDIENCE (Households (000) & %)						14,430 17.7	16.8*		18.5*	16,630 20.1	20.3*		20.5*	16,710 20.5	20.8*		20.2*
W E E K 2	SHARE OF AUDIENCE %						26	25 *		27 *	29	29 *		30 *	32	32 *		33 *
	AVG. AUD. BY 1/4 HR. %						16.4	17.2	18.2	18.8	20.4	20.2	20.7	20.4	20.9	20.7	20.5	19.8
TV HOUSEHOLDS US NG TV		WK 1	62.8	62.4	62.4	62.4	67.2	69.2	70.1	71.0	71.6	70.5	70.1	68.8	67.3	65.7	64.7	61.7
(See Def 1)		WK 2	62.4	62.4	62.4	64.8	66.0	66.0	68.1	68.9	70.1	70.6	71.0	69.4	68.4	66.5	64.7	62.8
U.S. TV Households: 81,500,000																		

For explanation of symbols, See page A

EVE. MON. NOV. 16, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUL. NOV 10, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		18,750 23.0	{		17,280 21.2	{		20,780 25.5	{		19,720 24.2	{		19,640 24.1	
	ABC TV	{		{		HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		HART TO HART		{			
	AVERAGE AUDIENCE (Households (000) & %)	{		{		16,540 20.3	{		15,650 19.2	{		18,660 22.9	{		17,770 21.8	{		15,160 18.6	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{		{		31 20.0	{		28 18.7	{		34 22.4	{		33 21.5	{		30 19.7	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		16,300 20.0	{		32,030 39.3	{		{		{		{		10 (OP)	
	CBS TV	{		{		BUGS BUNNYS THINKING DIET (R)		{		{		{		{		{		10 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		13,940 17.1	{		19,480 23.9	{		24.8* 36 *	{		25.6* 38 *	{		24.9* 39 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{		{		26 16.8	{		37 21.1	{		32 * 22.4	{		38 * 25.6	{		30 * 25.5	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		16,460 20.2	{		10,350 12.7	{		{		{		{		12,230 15.0	
	NBC TV	{		{		FATHER MURPHY (OP)		{		1ST AMER. ULTRA QUIZ PT. 1 (OP)		{		FLAMINGO ROAD		{			
	AVERAGE AUDIENCE (Households (000) & %)	{		{		13,370 16.4	{		7,660 9.4	{		9.3* 14 *	{		9.5* 14 *	{		12.2 20	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{		{		25 16.0	{		24 * 16.1	{		14 * 9.2	{		14 * 9.3	{		11.9* 12.2	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		20,780 25.5	{		19,230 23.6	{		23,720 29.1	{		22,170 27.2	{		21,110 25.9	
	ABC TV	{		{		HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		HART TO HART		{			
	AVERAGE AUDIENCE (Households (000) & %)	{		{		18,580 22.8	{		18,010 22.1	{		21,350 26.2	{		20,460 25.1	{		17,690 21.7	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{		{		34 22.2	{		32 21.7	{		38 25.4	{		37 25.2	{		36 * 21.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		21,270 26.1	{		{		{		{		{		{		9,050 11.1
	CBS TV	{		{		{		{		SKOKIE (OP)		{		{		{		MIKE WALLACE PROFILE	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		12,880 15.8	{		15.2* 22 *	{		15.6* 23 *	{		16.7* 24 *	{		14.8* 24 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{		{		24 15.3	{		22 * 15.2	{		23 * 15.4	{		25 * 15.8	{		19 17.0	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		17,690 21.7	{		13,610 16.7	{		{		{		{		14,670 18.0	
	NBC TV	{		{		FATHER MURPHY (OP)		{		1ST AMER. ULTRA QUIZ PT. 2 (SUS-OP)		{		FLAMINGO ROAD		{			
	AVERAGE AUDIENCE (Households (000) & %)	{		{		14,260 17.5	{		16.7* 25 *	{		18.4* 27 *	{		11.8 17 *	{		12.3* 18 *	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR	{		{		26 15.8	{		25 * 17.5	{		27 * 18.2	{		17 11.8	{		24 13.0	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	61.5	61.7	61.2	63.3	64.7	65.6	67.7	68.2	68.4	68.1	67.2	66.5	64.1	62.7	60.9	58.4	
		WK. 2	62.2	61.7	64.5	65.2	67.1	68.5	68.8	69.6	68.6	68.1	68.0	67.8	62.1	59.9	56.3	54.1	

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.TUE. NOV.17, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.11, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	

TV HOUSEHOLDS USING TV WK. 1	61.3	61.8	63.7	64.0	64.9	65.8	66.3	67.1	66.0	66.8	65.5	64.5	60.4	59.1	57.2	54.8
(See Def. 1) WK. 2	61.7	61.0	62.4	62.3	62.5	64.3	65.2	66.4	66.3	66.1	65.2	64.4	60.6	59.1	57.6	55.4

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE.WED. NOV.18, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE THU. NOV. 12, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{		{		{		{		{		{		{		{		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{		{		{		{		{		{		{		{		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{		{		{		{		{		{		{		{		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	ABC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{		{		{		{		{		{		{		{		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	CBS TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{		{		{		{		{		{		{		{		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	NBC TV	{		{		{		{		{		{		{		{		
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{		
	SHARE OF AUDIENCE AVG AUD BY 1/4 HR	{		{		{		{		{		{		{		{		
TV HOUSEHOLDS USING TV		WK. 1				62.1	63.1	65.1	64.6	64.9	64.8	66.1	65.2	64.3	59.8	59.3	55.2	53.9
(See Def. 1)		WK. 2				60.7	61.5	62.0	61.6	62.2	61.5	62.0	61.6	61.2	57.0	56.5	54.5	51.8

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

EVE THU. NOV. 19, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. FRI. NOV. 13, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	CBS TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %	{		{		{		{		{		{		{		{	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{		{		{		{		{		{		{		{	
	ABC TV	{		{		{		{		{		{		{		{	
	AVERAGE AUDIENCE (Households (000) & %)	{															

NIELSEN NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. NOV. 14, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{		10,430 12.8		10,920 13.4		21,920 26.9				20,130 24.7							
	ABC TV	{		MAGGIE		MAKING A LIVING (OP)		LOVE BOAT (OP)				FANTASY ISLAND							
	AVERAGE AUDIENCE (Households (000) & %)	{		8,880 10.9		9,290 11.4		17,770 21.8				16,140 19.8							
	SHARE OF AUDIENCE %	{		18		18		36				37							
W E E K 2	AVG. AUD. BY 1/4 HR.	{		10.7		11.2		10.8		12.0		19.2		21.4		23.2		23.4	
	TOTAL AUDIENCE (Households (000) & %)	{		18,990 23.3		20,860 25.6													
	CBS TV	{		WALT DISNEY MICKEY AND THE BEANSTALK DUMBO, PART 1(OP)				CBS SAT. NIGHT MOVIE HIGH ANXIETY											
	AVERAGE AUDIENCE (Households (000) & %)	{		15,000 18.4		17.7*		19.0*		15.0		15.8*		14.5*		15.4*		14.4*	
W E E K 3	SHARE OF AUDIENCE %	{		30		29 *		31 *		26		26 *		24 *		28 *		28 *	
	AVG. AUD. BY 1/4 HR.	{		17.3		18.1		18.9		19.1		16.6		15.0		14.6		14.1	
	TOTAL AUDIENCE (Households (000) & %)	{		19,150 23.5		14,340 17.6				10,350 12.7									
	NBC TV	{		BARBARA MANDRELL (OP)				NASHVILLE PALACE (OP)				FITZ AND BONES							
W E E K 4	AVERAGE AUDIENCE (Households (000) & %)	{		14,510 17.8		17.5*		18.1*		13.1		13.6*		12.7*		9.4*		9.4*	
	SHARE OF AUDIENCE %	{		29		29 *		29 *		22		22 *		21 *		18		17 *	
	AVG. AUD. BY 1/4 HR.	{		17.3		17.7		18.5		17.6		13.7		13.4		12.7		9.6	
	TOTAL AUDIENCE (Households (000) & %)	{		18,870 23.0						17,110 21.0									
W E E K 5	ABC TV	{						LOVE BOAT (OP)				FANTASY ISLAND							
	AVERAGE AUDIENCE (Households (000) & %)	{		16,060 19.7		16.5*		19.0*		21.7*		21.7*		13,940 17.1		16.8*		17.4*	
	SHARE OF AUDIENCE %	{		32		27 *		31 *		34 *		35 *		31		30 *		32 *	
	AVG. AUD. BY 1/4 HR.	{		15.4		17.6		18.6		19.3		21.4		22.0		22.0		21.4	
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{		16,790 20.6		20,540 25.2				CBS SAT. NIGHT MOVIE LOVE AT FIRST BITE (R)									
	CBS TV	{		WALT DISNEY WORKING FOR PEANUTS DUMBO, PART 2(OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{		13,040 16.0		16.2*		15.7*		16.2		14.5*		15.9*		17.7*		16.7*	
	SHARE OF AUDIENCE %	{		26		26 *		25 *		27		23 *		25 *		31 *		31 *	
W E E K 7	AVG. AUD. BY 1/4 HR.	{		16.0		16.5		16.1		15.3		14.3		14.8		15.4		16.4	
	TOTAL AUDIENCE (Households (000) & %)	{		16,870 20.7		14,340 17.6				11,250 13.8									
	NBC TV	{		BARBARA MANDRELL (OP)				NASHVILLE PALACE (SUS-OP)				NORRA RAE							
	AVERAGE AUDIENCE (Households (000) & %)	{		12,880 15.8		15.5*		16.1*		13.4		13.5*		13.2*		8,310 10.2		10.3*	
W E E K 8	SHARE OF AUDIENCE %	{		26		25 *		26 *		21		21 *		21 *		18		18 *	
	AVG. AUD. BY 1/4 HR.	{		15.4		15.6		15.9		16.3		13.9		13.2		13.3		13.2	
	TV HOUSEHOLDS USING TV (See Def. 1)	WK 1	59.9	60.1	60.7	61.0	61.9	62.4	61.1	60.9	60.4	60.0	55.7	54.0	52.3	50.9			
		WK 2	59.9	60.8	61.8	62.3	62.0	63.0	63.4	63.1	62.3	57.5	56.2	55.4	53.7				

U.S. TV Households, 81,500,000
(1) NCAA FOOTBALL GAME 2, VARIOUS TEAMS AND TIMES, ABC, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A

EVE. SAT. NOV. 21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV. 14, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 5,620
(Households (000) & %) 6.9

ABC TV

ABC
WEEKEND
REPORT
SAT.

AVERAGE AUDIENCE { 5,300
(Households (000) & %) 6.5
SHARE OF AUDIENCE % 14
AVG. AUD. BY ¼ HR. % 6.5

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

1

TOTAL AUDIENCE {
(Households (000) & %)

9,370
11.5

SATURDAY NIGHT

(11:30-12:44AM)
(SUSTAINING 12:44-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

5,130

6.3

7.4*

5.6*

21

21*

20*

7.6

7.2

5.8

5.5

5.6

TOTAL AUDIENCE {
(Households (000) & %)

5,790
7.1

ABC TV

ABC
WEEKEND
REPORT-
SAT.

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

5,460

6.7

14

6.7

W

TOTAL AUDIENCE {
(Households (000) & %)

E

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

K

2

TOTAL AUDIENCE {
(Households (000) & %)

11,080
13.6

SATURDAY NIGHT

(11:30-12:51AM)
(SUSTAINING 12:51-1:00AM)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,110

7.5

8.0*

7.8*

6.4*

22

21*

24*

23*

8.3

7.7

8.0

7.5

6.6

5.9

TV HOUSEHOLDS USING TV WK. 1

WK. 2

47.4

43.9

37.0

33.5

29.5

27.4

25.6

23.4

21.5

20.5

18.5

16.3

15.1

14.1

12.3

11.4

(See Def. 1)

49.5

45.4

40.2

36.8

33.9

31.4

28.9

26.8

24.5

23.4

21.1

19.0

16.5

14.6

13.1

11.8

U.S. TV Households: \$1,500,000

For explanation of symbols, See page A.

EVE.SAT. NOV. 21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV. 15, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE (Households (000) & %)	{	15,000 18.4			28,440 34.9											
--	---	----------------	--	--	----------------	--	--	--	--	--	--	--	--	--	--	--

ABC TV

CODE RED
(OP)ABC SUNDAY NIGHT MOVIE
CLOSE ENCOUNTERS OF THE THIRD KIND(OP)

AVERAGE AUDIENCE (Households (000) & %)	{	10,680 13.1	11.6*	14.6*	18,170 22.3	21.3*	23.4*	22.9*	22.0*	22.4*	21.9*					
SHARE OF AUDIENCE %		20	18 *	22 *	34	31 *	34 *	33 *	33 *	35 *	37 *					
AVG. AUD. BY ¼ HR. %		10.4	12.8	13.5	15.6	20.0	22.6	23.5	23.9	22.7	22.0	22.0	22.4	22.5	22.8	21.0

TOTAL AUDIENCE (Households (000) & %)	{	31,050 38.1			19,890 24.4	23,310 28.6	20,950 25.7	22,490 27.6	20,210 24.8							
--	---	----------------	--	--	----------------	----------------	----------------	----------------	----------------	--	--	--	--	--	--	--

CBS TV

(1)
(-OP)(-)60 MINUTES
(7:18-8:18PM)(-OP)(OP)ARCHIE BUNKER'S
PLACE
(8:18-8:48PM)
(-OP)(OP)ONE DAY AT A
TIME
(8:48-9:18PM)
(-OP)(OP)ALICE
(9:18-9:48PM)(OP)
(-OP)(OP)JEFFERSONS
(9:48-10:18PM)
(-OP)(OP)TRAPPER JOHN, M.D.
(10:18-11:18PM)(OP)

AVERAGE AUDIENCE (Households (000) & %)	{	22,660 27.8		27.9*	17,690 21.7	19,970 24.5	19,640 24.1	20,210 24.8	16,630 20.4							
SHARE OF AUDIENCE %		42		42 *	31	35	35	38	35							
AVG. AUD. BY ¼ HR. %		21.4	26.8	27.5	28.3	29.2	20.5	22.5	23.0	25.7	23.7	24.4	24.5	25.4	21.2	20.3

TOTAL AUDIENCE (Households (000) & %)	{	16,460 20.2			18,580 22.8			18,750 23.0								
--	---	----------------	--	--	----------------	--	--	----------------	--	--	--	--	--	--	--	--

NBC TV

PROJECT PEACOCK

CHIPS
(OP)NBC SUNDAY NIGHT MOVIE
NORTH DALLAS FORTY(SUS-OP)

AVERAGE AUDIENCE (Households (000) & %)	{	11,000 13.5	12.0*	15.1*	14,020 17.2	16.7*	17.8*	15,900 14.6	15.7*	15.0*	14.1*	13.7*				
SHARE OF AUDIENCE %		20	18 *	23 *	25	24 *	26 *	22	23 *	22 *	22 *	23 *				
AVG. AUD. BY ¼ HR. %		11.1	12.9	14.8	15.4	15.5	17.9	17.6	18.0	15.7	15.7	15.4	14.8	14.1	14.1	13.4

TOTAL AUDIENCE (Households (000) & %)	{	13,120 16.1			17,030 20.9			29,910 36.7								
--	---	----------------	--	--	----------------	--	--	----------------	--	--	--	--	--	--	--	--

ABC TV

CODE RED

TODAY'S FBI
(OP)ABC SUNDAY NIGHT MOVIE
MOONRAKER
(9:00-11:33PM)
(SUS-TAINING 11:33-11:58PM)(OP)

AVERAGE AUDIENCE (Households (000) & %)	{	10,020 12.3	11.1*	13.4*	13,280 16.3	15.5*	17.2*	19,720 24.2	21.5*	23.6*	26.3*	26.5*				
SHARE OF AUDIENCE %		19	17 *	20 *	23	22 *	24 *	39	30 *	34 *	41 *	44 *				
AVG. AUD. BY ¼ HR. %		10.4	11.7	12.9	14.0	15.1	15.9	16.5	17.8	20.2	22.9	23.3	23.9	25.7	26.9	26.2

TOTAL AUDIENCE (Households (000) & %)	{	30,240 37.1			29,580 36.3											
--	---	----------------	--	--	----------------	--	--	--	--	--	--	--	--	--	--	--

CBS TV

60 MINUTES

MARY POPPINS
(OP)

AVERAGE AUDIENCE (Households (000) & %)	{	23,800 29.2	28.8*	29.7*	16,460 20.2	22.8*	23.1*	21.0*	19.3*	18.0*	17.1*					
SHARE OF AUDIENCE %		44	45 *	44 *	30	32 *	32 *	29 *	28 *	28 *	28 *					
AVG. AUD. BY ¼ HR. %		27.8	29.8	29.5	29.9	23.3	22.3	23.2	23.0	21.8	20.3	19.6	18.9	17.9	18.0	16.3

TOTAL AUDIENCE (Households (000) & %)	{	11,400 18.9			29,910 36.7								15,970 19.6			
--	---	----------------	--	--	----------------	--	--	--	--	--	--	--	----------------	--	--	--

NBC TV

CHIPS
(OP)BOB HOPE-NFL'S 60TH YEAR
(OP)

SINATRA, MAN AND HIS MUSIC

AVERAGE AUDIENCE (Households (000) & %)	{	11,170 13.1	12.4*	15.0*	18,660 22.9	23.0*	24.9*	22.6*	21.3*	11,650 14.3	15.9*	12.8*				
SHARE OF AUDIENCE %		21	19 *	22 *	32	33 *	34 *	32 *	31 *	23	25 *	21 *				
AVG. AUD. BY ¼ HR. %		11.1	11.0	14.3	15.8	21.5	24.6	25.2	24.5	22.9	22.4	21.7	20.9	17.0	14.7	13.3

TV HOUSEHOLDS USING TV	WK. 1	64.9	65.2	66.1	67.4	68.9	68.1	68.9	69.4	69.2	68.6	68.0	66.4	64.9	62.1	61.3	58.8
(See Def. 1)	WK. 2	63.1	64.4	66.8	68.2	69.7	70.8	72.1	72.4	71.7	71.0	69.4	67.8	64.3	62.8	61.6	59.0

U.S. TV Households: 81,500,000

(1) CBS NFL FTBL GM 2, VARIOUS TEAMS AND TIMES, CBS, MULTI-SEGMENT TELECAST

For explanation of symbols, See page A.

EVE.SUN. NOV. 22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV. 15, 1981

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 4,320
(Households (000) & %) { 5.3

ABC TV

WEEKEND
REPORT-SUN.

AVERAGE AUDIENCE { 4,320
(Households (000) & %) { 5.3
SHARE OF AUDIENCE % 11
AVG. AUD. BY 1/4 HR. % 5.3

W

E

E

K

1

TOTAL AUDIENCE { 5,380
(Households (000) & %) { 6.6

CBS TV

(1) CBS SUNDAY
NEWS-OSGOOD
(11:18-11:33PM)
(OP)

AVERAGE AUDIENCE { 5,050
(Households (000) & %) { 6.2
SHARE OF AUDIENCE % 15
AVG. AUD. BY 1/4 HR. % 20.4 6.4 5.6

TOTAL AUDIENCE { 2,530
(Households (000) & %) { 3.1

NBC TV

← NBC LATE NIGHT MOVIE →
THE MONKEY MISSION (R)
(11:30-12:15AM)
(SUSTAINING 12:16-1:30AM)

AVERAGE AUDIENCE { 1,550
(Households (000) & %) { 1.9 1.9*
SHARE OF AUDIENCE % 7 6*
AVG. AUD. BY 1/4 HR. % 1.9 1.8 1.9 1.9

TOTAL AUDIENCE { 3,020
(Households (000) & %) { 3.7

ABC TV

(2) ABC WEEKEND
REPORT-SUN
(11:38-11:53PM)

AVERAGE AUDIENCE { 3,020
(Households (000) & %) { 23.6* 3.7
SHARE OF AUDIENCE % 46* 11
AVG. AUD. BY 1/4 HR. % 23.9 23.2 3.9 3.5

W

E

E

K

2

TOTAL AUDIENCE { 5,220
(Households (000) & %) { 6.4

CBS TV

CBS
SUNDAY
NEWS-
OSGOOD

AVERAGE AUDIENCE { 4,970
(Households (000) & %) { 6.1
SHARE OF AUDIENCE % 11
AVG. AUD. BY 1/4 HR. % 6.1

TOTAL AUDIENCE { 1,470
(Households (000) & %) { 1.8

NBC TV

NBC LATE NIGHT MOVIE
THE MILLION DOLLAR FACE (R)
(11:30-12:00AM)
(SUSTAINING 12:01-1:30AM)

AVERAGE AUDIENCE { 1,080
(Households (000) & %) { 1.3 1.3*
SHARE OF AUDIENCE % 4 4*
AVG. AUD. BY 1/4 HR. % 1.3 1.3 1.3

TV HOUSEHOLDS USING TV	WK. 1	49.8	41.0	41.1	29.2	23.9	20.8	17.9	16.0	14.3	12.4	10.5	8.9	7.4	6.3	5.1	4.9
(See Def. 1)	WK. 2	53.6	49.6	40.7	31.2	26.3	23.6	20.8	17.6	15.1	13.1	11.3	9.6	8.3	6.9	5.6	5.1

U.S. TV Households: 81,500,000

(1) TRAPPER JOHN, M.D., CBS, (10:18-11:18PM)

(2) ABC SUNDAY NIGHT MOVIE, MOONRAKER, ABC, (9:00-11:33PM) (SUSTAINING 11:33-11:38PM)

For explanation of symbols, See page A

EVE.SUN. NOV. 22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 9-13, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			4,890 6.0				5,300 6.5											
	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												(S)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			3,910 4.8				4,240 5.2											
	SHARE OF AUDIENCE %			28				26											
WEEK 2	AVG. AUD. BY ¼ HR. %			4.9 4.8				5.2 5.3											
	TOTAL AUDIENCE (Households (000) & %)	1,300 1.6	3,910 4.8										3,340 4.1	4,650 5.7					
	CBS TV	WAKE UP (MTUMF)(OP)	MORNING-KURALT & SAWYER (MTUMF)(OP)										ONE DAY AT A TIME-M-F (MTUMF)(S)(OP) (SUS-OP)	ALICE-M-F (S)(OP)					
	AVERAGE AUDIENCE (Households (000) & %)	980 1.2	1,960 2.4		2.3*		2.4*		2.4*				2,850 3.5	4,080 5.0					
WEEK 3	SHARE OF AUDIENCE %	8	13		13 *		13 *		12 *				17	24					
	AVG. AUD. BY ¼ HR. %	1.2 1.2	2.1 2.4		2.3		2.4 2.3		2.4				3.3 3.6	4.7 5.1					
	TOTAL AUDIENCE (Households (000) & %)			4,650 5.7				4,970 6.1						2,450 3.0	3,500 4.3				
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (SUS-OP)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)								LAS VEGAS GAMBIT (MTUMF)(S)(OP)	BLOCKBUSTERS (MTUMF)(S)(OP)				
WEEK 4	AVERAGE AUDIENCE (Households (000) & %)			3,590 4.4				4,160 5.1						2,040 2.5	3,020 3.7				
	SHARE OF AUDIENCE %			25				25						12	18				
	AVG. AUD. BY ¼ HR. %			4.3 4.6				5.2 5.1						2.5 2.5	3.5 3.5				
	TOTAL AUDIENCE (Households (000) & %)			5,620 6.9				5,050 6.2											
WEEK 5	ABC TV			GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)												(SUS)(OP)	
	AVERAGE AUDIENCE (Households (000) & %)			4,400 5.4				4,240 5.2											
	SHARE OF AUDIENCE %			30				26											
	AVG. AUD. BY ¼ HR. %			5.2 5.6				5.3 5.1											
WEEK 6	TOTAL AUDIENCE (Households (000) & %)	1,550 1.9	3,990 4.9										2,930 3.6	4,400 5.4					
	CBS TV	WAKE UP	MORNING-KURALT & SAWYER										ONE DAY AT A TIME-M-F (SUS-OP)	ALICE-M-F (SUS-OP)					
	AVERAGE AUDIENCE (Households (000) & %)	1,140 1.4	1,870 2.3		2.3*		2.3*		2.2*				2,450 3.0	3,670 4.5					
	SHARE OF AUDIENCE %	10	13		13 *		12 *		11 *				16	23					
WEEK 7	AVG. AUD. BY ¼ HR. %	1.3 1.6	2.2 2.5		2.3		2.3 2.1		2.3				2.8 3.2	4.3 4.7					
	TOTAL AUDIENCE (Households (000) & %)			4,650 6.0				5,050 6.2						2,200 2.7	3,180 3.9				
	NBC TV			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)								LAS VEGAS GAMBIT (MTUMF)(SUS-OP)	BLOCKBUSTERS				
	AVERAGE AUDIENCE (Households (000) & %)			3,830 4.7				4,320 5.3						1,960 2.4	2,770 3.4				
WEEK 8	SHARE OF AUDIENCE %			26				27						13	18				
	AVG. AUD. BY ¼ HR. %			4.7 4.7				5.4 5.2						2.4 2.5	3.3 3.4				
	TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	10.2	12.6	14.1	16.5	18.0	19.1	20.0	20.5	20.5	21.1	21.6	22.1	22.3	21.8	21.4	21.1	
	WK. 2	9.7	12.1	14.0	16.5	17.7	18.7	19.1	19.5	20.2	20.2	19.6	19.4	18.9	19.0	19.0	19.6		

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY MON.-FRI. NOV. 16-20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 9-13, 1981

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	6,160 8.3				6,600 8.1		7,011 8.6		11,000 13.5		11,080 13.6					
ABC TV	LOVE BOAT DAYTIME (MTWTF)(S)(OP)				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN >(S)(OP)(OP)		ONE LIFE TO LIVE >(SUS-OP)					
AVERAGE AUDIENCE (Households (000) & %)	4,890 6.0				5,380 6.6		5,950 7.3		8,800 10.8		8,720 10.7					
SHARE OF AUDIENCE %	27				26		28		38		38					
AVG. AUD. BY ¼ HR. %	5.3				6.3		7.2		10.1		11.3					
TOTAL AUDIENCE (Households (000) & %)	5,540 6.8				6,930 8.5		8,070 9.9		7,090 8.7		6,110 7.5					
CBS TV	PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)						YOUNG AND THE RESTLESS >(SUS-OP)		AS THE WORLD TURNS >(S)(OP)(MTWTF)(SUS-OP)		SEARCH FOR TOMORROW (MTWTF)(OP) (SUS-OP)					
AVERAGE AUDIENCE (Households (000) & %)	4,560 5.6				5,950 7.3		6,110 7.5		5,710 7.0		5,220 6.4					
SHARE OF AUDIENCE %	26				32		29		28		23					
AVG. AUD. BY ¼ HR. %	5.2				6.9		7.2		7.6		6.4					

WEEK 2

TOTAL AUDIENCE (Households (000) & %)		6,280 7.7		6,030 7.4		6,520 8.0		10,270 12.6		10,680 13.1			
ABC TV		LOVE BOAT DAYTIME		FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)		ONE LIFE TO LIVE (SUS-OP)			
AVERAGE AUDIENCE (Households (000) & %)		4,400 5.4		4,970 6.1		5,540 6.8		7,910 9.7		7,990 9.8		10.2*	
SHARE OF AUDIENCE %		26		25		27		36		37		37 *	
AVG. AUD. BY ¼ HR. %		4.8		5.8		6.7		8.9		9.4		10.5	
TOTAL AUDIENCE (Households (000) & %)		5,790 7.1		6,850 8.4		7,910 9.7		7,250 8.9		5,790 7.1			
CBS TV		PRICE IS RIGHT 1 PRICE IS RIGHT 2 (OP)				YOUNG AND THE RESTLESS		AS THE WORLD TURNS		SEARCH FOR TOMORROW			
AVERAGE AUDIENCE (Households (000) & %)		5,050 6.2		6,030 7.4		5,870 7.2		5,540 6.8		5,050 6.2			
SHARE OF AUDIENCE %		30		34		29		25		24		6.2	
AVG. AUD. BY ¼ HR. %		5.9		7.3		7.2		7.6		6.6		6.1	
TOTAL AUDIENCE (Households (000) & %)		1,990 4.9		1,180 3.9		2,690 3.3		2,850 3.5		5,460 8.7		4,730 5.8	
NBC TV		WHEEL OF FORTUNE		BATTLESTARS		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD	
AVERAGE AUDIENCE (Households (000) & %)		1,500 4.1		1,180 1.1		2,280 2.8		2,450 3.0		4,080 5.0		3,590 4.4	
SHARE OF AUDIENCE %		21		16		11		12		18		16	
AVG. AUD. BY ¼ HR. %		4.1		3.6		2.8		3.1		4.8		4.3	

TOTAL AUDIENCE (Households (000) & %)	1,990 4.9				1,180 3.9		2,690 3.3		2,850 3.5		5,460 6.7		4,730 5.8			
NBC TV	WHEEL OF FORTUNE				BATTLESTARS		PASSWORD PLUS		DOCTORS		DAYS OF OUR LIVES		ANOTHER WORLD			
AVERAGE AUDIENCE (Households (000) & %)	1,500 4.1				1,180 3.9		2,280 2.8		2,450 3.0		4,080 5.0		3,590 4.4			
SHARE OF AUDIENCE %	31				16		11		12		17		16			
AVG. AUD. BY ¼ HR. %	4.1				4.4		2.8		2.8		4.7		4.5		4.3	

TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	21.8	22.6	23.0	24.3	26.0	27.1	26.4	26.9	27.9	28.4	28.1	28.2	27.9	28.3	28.2	29.4
	WK. 2	20.3	21.0	21.4	22.5	24.3	25.8	25.4	26.0	26.8	27.5	27.1	27.2	27.0	27.4	27.4	28.7

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV. 16-20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 9-13, 1981

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE (Households (000) & %)	{	13,280	GENERAL HOSPITAL	4,480	EDGE OF NIGHT	12,390
		16.3		5.5		15.2
ABC TV		(-OP)(OP) (MIS-OP)		(MTMF)(SUS-OP)		ABC WORLD NEWS TONIGHT

AVERAGE AUDIENCE	{	10,430	3,830			10,920
(Households (000) & %)		12.8	4.7			13.4
SHARE OF AUDIENCE	%	41	15			23
AVG. AUD. BY ¼ HR.	%	12.4	4.9	4.5		13.1 13.7

TOTAL AUDIENCE	{	8,070		2,690		12,390
(Households (000) & %)		9.9		3.3		15.2
		← GUIDING LIGHT (OP) →		UP TO THE MINUTE		CBS EVENING NEWS- RATHER
CBS TV						

AVERAGE AUDIENCE	{	6,440			2,280			11,000
(Households (000) & %)		7.9	7.6*		2.8			13.5
SHARE OF AUDIENCE	%	25	25 *		9			23
AVG AUD. BY ¼ HR.	%	7.5	7.7	8.1	8.1	2.8	2.7	13.4 13.7

TOTAL AUDIENCE (Households (000) & %)	{	3,500	TEXAS	12,470
		4.3		15.3
				NBC NIGHTLY NEWS

NBC TV					11,000
AVERAGE AUDIENCE	{	2,530			13.5
(Households (000) & %)		3.1	2.9*	3.2*	23
SHARE OF AUDIENCE	%	10	10 *	10 *	13.3
AVG. AUD. BY ¼ HR.	%	2.8	2.9	3.0	13.7
				3.4	

TOTAL AUDIENCE (Households (000) & %)	{	13,940 17.1		4,890 6.0		12,230 15.0
ABC TV		GENERAL HOSPITAL (SUS-OP)	EDGE OF NIGHT			ABC WORLD NEWS TONIGHT

AVERAGE AUDIENCE	{	11,250		4,240		10,840	
(Households (000) & %)		13.8	13.4*	14.2*	5.2	13.3	
SHARE OF AUDIENCE	%	43	44 *	42 *	16	23	
AVG. AUD. BY ¼ HR.	%	12.7	14.0	14.4	14.0	5.4	4.9

TOTAL AUDIENCE (Households (000) & %)	{	7,740 9.5	GUIDING LIGHT (OP)	2,850 3.5	UP TO THE MINUTE	12,630 15.5	CBS EVENING NEWS RATHER
CBS TV							

AVERAGE AUDIENCE	{	6,440			2,280			11,330
(Households (000) & %)		7.9	7.7*	8.0*	2.8			13.9
SHARE OF AUDIENCE	%	25	25 *	24 *	9			24
AVG. AUD. BY ¼ HR.	%	7.6	7.8	8.0	2.8	2.9		13.8 13.9

TOTAL AUDIENCE	1,750	11,740
(Households (000) & %)	4.6	14.4
NBC TV	TEXAS	NBC NIGHTLY NEWS

NBC TV				TEXAS		NBC NIGHTLY NEWS	
AVERAGE AUDIENCE		{	2,850				10,430
(Households (000) & %)			3.5	3.3*	3.6*		12.8
SHARE OF AUDIENCE		%	11	11 *	11 *		22
AVG. AUD. BY ¼ HR.		%	8.3	3.4	3.6	3.7	12.6 13.0

TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	WK 2	11.0	12.4	33.7	32.4	33.7	35.4	37.4	39.7	42.3	45.1	48.7	52.8	55.3	57.0	58.7
		11.2	14.4	34.4	32.2	33.8	35.4	37.7	40.2	42.9	45.7	49.1	53.3	56.3	57.3	58.9

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY MON.-FRI. NOV. 16-20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV. 14, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

3,750 4.6	4,240 5.2	4,560 5.6	5,870 7.2	5,710 7.0	6,850 8.4
SUPERFRIENDS (OP)	HEATHCLIFF & MARMADUKE	FONZ AND HAPPY DAYS GANG	LAVERNE AND SHIRLEY	RICHIE RICH/ SCOOBY DOO-1	RICHIE RICH/ SCOOBY DOO-2 (OP)
3,100 3.8	3,260 4.0	3,830 4.7	5,050 6.2	4,810 5.9	5,380 6.6
20	18	22	26	25	28
3.5	4.1	4.1	5.9	6.1	6.2

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

2,690 3.3	2,690 3.3	4,890 6.0	6,520 8.0	7,500 9.2	5,790 7.1
KWICKY KOALA SHOW (OP)	TROLLKINS (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3	POPEYE/OLIVE COMEDY SHOW (OP)
1,870 2.3	2,120 2.6	3,750 4.6	5,540 6.8	6,360 7.8	5,300 6.5
16	14	20	28	32	26
2.0	2.6	4.1	6.6	8.0	6.5

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %FLINTSTONE'S
COMEDY SHW 1
(SUB)FLINTSTONE'S
COMEDY SHW2
(OP)

SMURFS I

SMURFS II
(OP)KID SUPER POWER
I
(OP)KID SUPER POWER
II
(OP)

SPACE STARS I

3,420 4.2	6,680 8.2	7,910 9.7	6,190 7.6	6,280 7.7	5,540 6.8
2,770 3.4	5,300 6.5	7,010 8.6	5,380 6.8	5,130 6.3	4,560 5.6
24	37	40	28	25	22
1.2	3.6	5.8	6.4	6.5	5.8

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

3,500 4.3	2,850 3.5	4,480 5.5	6,930 8.5	7,340 9.0	7,340 9.0
SUPERFRIENDS (OP)	HEATHCLIFF & MARMADUKE	FONZ AND HAPPY DAYS GANG	LAVERNE AND SHIRLEY	RICHIE RICH/ SCOOBY DOO-1	RICHIE RICH/ SCOOBY DOO-2 (OP)
2,530 3.1	2,530 3.1	3,420 4.2	5,870 7.2	6,280 7.7	6,280 7.7
17	16	20	29	33	32
3.0	3.2	3.1	6.5	7.5	7.5

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %

2,930 3.6	3,670 4.5	5,220 6.4	8,310 10.2	8,310 10.2	6,190 7.6
KWICKY KOALA SHOW (OP)	TROLLKINS (OP)	BUGS BUNNY/ROAD RUNNER 1 (OP)	BUGS BUNNY/ROAD RUNNER 2 (OP)	BUGS BUNNY/ROAD RUNNER 3	POPEYE/OLIVE COMEDY SHOW (OP)
2,120 2.6	2,850 3.5	4,400 5.4	6,930 8.5	6,850 8.4	5,220 6.4
19	19	25	33	32	24
2.1	3.1	5.0	7.6	8.2	6.2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE
AVG. AUD. BY 1/4 HR. %FLINTSTONE'S
COMEDY SHW 1
(SUB)FLINTSTONE'S
COMEDY SHW2
(OP)

SMURFS I

SMURFS II
(OP)KID SUPER POWER
I
(OP)KID SUPER POWER
II
(OP)SPIDER-MAN &
FRIENDS

3,020 3.7	5,620 6.9	7,090 8.7	4,560 5.6	4,400 5.4	5,130 6.3
2,610 3.2	4,650 5.7	5,950 7.3	3,750 4.6	3,500 4.3	4,320 5.3
27	34	35	19	17	21
2.9	3.6	5.4	5.1	4.4	5.6

TV HOUSEHOLDS USING TV	WK. 1	WK. 2	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
(See Def. 1)	1	2	11.1	9.4	13.7	15.7	17.2	19.4	21.9	23.2	23.9	24.0	24.2	24.9	24.9	24.9	24.6	24.6
			12.0	14.7	12.0	14.7	17.3	18.6	20.6	22.5	24.6	26.5	26.7	26.0	26.3	26.3	27.0	27.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SAT. NOV. 21, 1981

U.S. TV Households: 81,500,000

(1) NCAA FOOTBALL PRE GAME, ARIZ, MULTI SEGMENT TELECAST

For explanation of symbols, See page A.

DAY SAT. NOV. 21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. NOV 14, 1981

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)21,190
26.0

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)NCAA FOOTBALL GAME
VARIOUS TEAMS AND TIMES
MULTI-SEGMENT TELECAST
(-OP)9,780
12.0

SHARE OF AUDIENCE %

13.4*

37 *

27

AVG AUD. BY 1/4 HR. %

13.3

13.6

12.7

11.6

10.4

11.2

11.0

11.5

12.4

12.1

11.9

13.2

13.6

13.3

2.9

TOTAL AUDIENCE
(Households (000) & %)11,980
14.711,570
14.2

11,000

13.5

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)6,110
7.5

5.3*

13.4*

37 *

27

7.0*

18 *

24 *

16

7.2*

17 *

8.4*

19 *

8.0

5.4

5.5

11.6

21

11.2

12.1

SHARE OF AUDIENCE %

19

14 *

6.7

7.3

9.2

11.0

6.9

7.5

8.7

8.0

5.4

5.5

11.6

21

11.2

12.1

AVG AUD. BY 1/4 HR. %

4.9

5.6

6.7

7.3

9.2

11.0

6.9

7.5

8.7

8.0

5.4

5.5

11.6

21

11.2

12.1

TOTAL AUDIENCE
(Households (000) & %)16,710
20.510,020
12.3

10,270

12.6

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)6,600
8.1

5.0*

13.4*

37 *

27

7.0*

18 *

24 *

16

7.2*

17 *

8.4*

19 *

8.0

5.4

5.5

11.6

21

11.2

12.1

SHARE OF AUDIENCE %

20

14 *

5.8

6.6

8.4

10.2

11.2

11.0

6.1

6.5

8.7

8.6

10.8

20

10.5

11.2

AVG AUD. BY 1/4 HR. %

5.0

5.0

5.8

6.6

8.4

10.2

11.2

11.0

6.1

6.5

8.7

8.6

10.8

20

10.5

11.2

TOTAL AUDIENCE
(Households (000) & %)13,530
16.628,980
33.1

8,800

10.8

20

10.5

11.2

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)11,980
14.712,630
15.5

13.4*

37 *

27

7.0*

18 *

24 *

16

7.2*

17 *

8.4*

19 *

8.0

5.4

5.5

11.6

21

11.2

12.1

SHARE OF AUDIENCE %

17.4

15.2

13.7

14.0

15.4

15.9

15.5

14.6

16.0

16.1

15.3

15.9

16.2

15.2

14.5

15.7

AVG AUD. BY 1/4 HR. %

17.4

15.2

13.7

14.0

15.4

15.9

15.5

14.6

16.0

16.1

15.3

15.9

16.2

15.2

14.5

15.7

TOTAL AUDIENCE
(Households (000) & %)11,980
14.711,980
14.7

9,860

12.1

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)6,030
7.4

7.9*

13.4*

37 *

27

7.0*

18 *

24 *

16

7.2*

17 *

8.4*

19 *

8.0

5.4

5.5

11.6

21

11.2

12.1

SHARE OF AUDIENCE %

16

18 *

6.2

7.4

8.2

8.2

7.2

6.7

6.5

6.6*

14 *

10.2

11.2

AVG AUD. BY 1/4 HR. %

7.6

8.2

8.2

7.2

6.7

6.5

6.6*

14 *

10.2

11.2

TOTAL AUDIENCE
(Households (000) & %)9,370
11.5

8,150

10.0

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)3,830
4.7

4.1*

4.8*

5.3*

5.8

6.2*

6.6*

7.0*

7.4

7.8

8.2

8.6

9.0

9.4

9.8

10.2

10.6

11.0

11.4

11.8

12.2

12.6

13.0

SHARE OF AUDIENCE %

11

10 *

11 *

12 *

13 *

14 *

15 *

16 *

17 *

18 *

19 *

20 *

21 *

22 *

23 *

24 *

25 *

26 *

27 *

28 *

29 *

30 *

31 *

32 *

33 *

AVG AUD. BY 1/4 HR. %

3.7

4.6

4.6

4.9

5.0

5.5

5.8

6.1

6.4

6.7

7.0

7.3

7.6

7.9

8.2

8.5

8.8

9.1

9.4

9.7

10.0

10.3

10.6

10.9

11.2

TV HOUSEHOLDS USING TV	WK 1	WK 2	38.3	39.8	41.1	44.7	44.6	44.7	45.5	45.2	46.1	48.0	51.4	53.9	54.2	56.4
(See Def. 1)	41.0	40.1														

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV 15, 1981

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE
(Households (000) & %)

2,850
3.5
KIDS ARE PEOPLE
TOO I

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %

2,200
2.7
11
2.5 3.0

W

TOTAL AUDIENCE
(Households (000) & %)

7,500
9.2

MIGHTY MOUSE/
HECKLE-JECKL
(SUS)(SUS-OP)

DRAK PACK
(SUS)(SUS-OP)

SUNDAY MORNING

FOR OUR TIMES
(SUS)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %

4,560					
5.6	4.5*		6.1*		6.1*
26	23 *		28 *		26 *
4.0	5.0	6.2	6.1	6.2	5.9

K

1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %
TOTAL AUDIENCE
(Households (000) & %)

2,850
3.5
KIDS ARE PEOPLE
TOO I
(10:30-11:06AM)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %

2,040
2.5 2.5*
10 10*
2.3 2.7

W

TOTAL AUDIENCE
(Households (000) & %)

7,250
8.9

MIGHTY MOUSE/
HECKLE-JECKL
(SUS)(SUS-OP)

DRAK PACK
(SUS)(SUS-OP)

SUNDAY MORNING

FOR OUR TIMES
(SUS)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %

4,080					
5.0	4.0*		5.4*		5.6*
24	24 *		25 *		24 *
3.5	4.6	5.4	5.3	5.6	5.7

2

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
%
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK 1	4.4	5.7	6.9	8.1	10.1	11.9	14.5	16.6	19.3	21.1	21.6	22.4	23.4	24.0	23.5	23.6
(See Def. 1)	WK. 2	4.6	6.1	7.4	8.2	10.0	12.0	13.4	14.8	16.8	19.8	21.6	23.3	24.4	25.6	25.1	25.0

U.S. TV Households: 81,500,000

For explanation of symbols, See page A.

DAY SUN. NOV.22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 15, 1981

W
E
E
K
1TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,180 3.9 4,650 5.7 1,790 2.2
KIDS ARE PEOPLE TOO II (OP) ← THIS WEEK-DAVID BRINKLEY → COLLEGE FOOTBALL '81 DIRECTIONS (SUS)

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,750 4.6 6,520 8.0 10,070 36.9
FACE THE NATION CBS NFL FTBL PRE CBS NFL FTBL GM I
VARIOUS TEAMS AND TIMES
MULTI-SEGMENT TELECAST

3,020 3.7 5,130 6.3 13,530 16.6 12.1* 15.7* 16.7* 15.9*
13 22 41 35* 42* 42* 40*
3.9 3.5 5.7 6.8 10.6 13.6 15.1 16.3 16.9 16.6 16.1 15.6

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,930 3.6 6,280 7.7 25,180 30.9
MEET THE PRESS NFL '81-NBC PRE NFL FOOTBALL GAME 1-NBC
VARIOUS TEAMS AND TIMES
MULTI-SEGMENT TELECAST

2,360 2.9 4,810 5.9 12,800 15.7 12.5* 15.6* 16.5* 16.8*
11 20 39 34* 40* 41* 41*
2.5 3.3 5.1 6.6 11.5 13.3 15.3 15.9 16.4 16.6 16.5 17.2

TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,360 2.9 4,810 5.9 12,800 15.7 12.5* 15.6* 16.5* 16.8*
11 20 39 34* 40* 41* 41*
2.5 3.3 5.1 6.6 11.5 13.3 15.3 15.9 16.4 16.6 16.5 17.2

(1) (OP) ← THIS WEEK-DAVID BRINKLEY → COLLEGE FOOTBALL '81 DIRECTIONS (SUS)

TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,340 4.1 9,450 11.6 30,640 37.6
FACE THE NATION CBS NFL FTBL PRE CBS NFL FTBL GM I
VARIOUS TEAMS AND TIMES
MULTI-SEGMENT TELECAST

2,850 3.5 7,820 9.6 16,950 20.8 16.5* 19.3* 20.6* 21.3*
12 27 49 42* 47* 50* 50*
3.5 3.4 9.0 10.1 15.0 18.1 18.9 19.8 20.4 20.6 20.5 22.1

TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

3,180 3.9 6,520 8.0 20,780 25.5
MEET THE PRESS NFL '81-NBC PRE NFL FOOTBALL GAME 1-NBC(B)
VARIOUS TEAMS AND TIMES
MULTI-SEGMENT TELECAST

2,450 3.0 4,970 6.1 10,190 12.5 11.0* 12.5* 12.4* 12.3*
10 18 30 29* 31* 30* 29*
3.1 2.9 5.4 6.9 10.5 11.5 12.4 12.7 12.2 12.5 12.2 12.5

TV HOUSEHOLDS USING TV WK. 1
(See Def. 1) WK. 2

24.7	26.1	27.3	27.7	29.0	29.8	30.9	33.0	36.1	37.8	38.6	39.5	40.1	40.5	40.5	40.9
25.1	26.9	27.3	28.7	30.6	32.1	33.8	36.1	38.6	40.6	41.1	40.6	40.4	42.0	41.9	42.7

U.S. TV Households: 81,500,000
(1) KIDS ARE PEOPLE TOO II, ABC, (11:00-11:30AM)

For explanation of symbols, See page A

DAY SUN. NOV. 22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 15, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{																	8,070 9.9 ABC WORLD NEWS TONIGHT-SUN
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	6,600 8.1
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																	14 8.1 8.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{																	26,410 32.4
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	14,830 18.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																	36 15.5* 16.6* 17.7* 18.9* 20.9* 40* 42* 34* 34* 35* 34* 36*
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{																	7,090 8.7 NBC NIGHTLY NEWS-SUN.
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	6,030 7.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																	12 16.5* 15.9* 15.7 15.7 12.3 4.1
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{																	4,240 5.2 SPORTSBEAT(B)
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	3,260 4.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																	4.0 4.1 6,520 8.0 14 7.7 8.2
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{																	5,710 7.0 FAMOUS CLASSIC TALES
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	3,100 3.8
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																	7 6* 9* 22.5 22.3 23.0 23.1 24.1 18.4 2.5 3.5 4.3 5.0 6,440 7.9 13 7.3 8.4
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{																	25,180 30.9
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	{																	13,370 16.4
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%																	32 26* 33* 17.3* 16.8* 16.3* 17.9* 13.0 13.5 13.3 12.5 11.2 13.4 14.3 16.4 17.2 17.3 17.2 16.4 15.9 16.7 18.2 17.5
TV HOUSEHOLDS USING TV WK 1			43.4	44.2	44.3	44.0	44.8	46.6	49.1	50.9	52.4	54.7	56.9	58.8	60.1	62.5			
(See Def. 1) WK 2			45.4	46.3	47.7	48.1	48.6	50.3	51.8	52.9	53.0	54.2	56.6	59.7	61.3	61.8			

U.S. TV Households: 81,500,000

For explanation of symbols, See page A

DAY SUN. NOV. 22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																	
ABC NFL MONDAY NIGHT FOOTBALL	1	9.00-12.07AM	*GRID	34,470	42.3	19,640	24.1	39			30,730	37.7	15,570	19.1	32	19.9	
	2	9.00-12.12AM	*GRID						24.0							19.5	
		11.00							22.8							18.1	
		11.15						23.4*	42*							16.5	
		11.30						22.1*	48*							14.0	
		11.45							23.2								
		12.00							21.0								
	1	12.07-12.17AM	(SUS)						19.0								
	2	12.10-12.12AM	(SUS)														
NBC NBC NEWS UPDATE-2-MON(SUS)	1	9.47- 9.48PM	9.45														
EVENING TUESDAY																	
NBC NEWS UPDATE-2-TUE(SUS)	2	9.58- 9.59PM	9.45														
EVENING WEDNESDAY																	
NBC NBC NEWS UPDATE-2-WED(SUS)	1	9.58- 9.59PM	9.45														
EVENING THURSDAY																	
NBC NEWS UPDATE-2-THU(SUS)	2	9.58- 9.59PM	9.45														
EVENING FRIDAY																	
NBC NBC NEWS UPDATE-2-FRI(SUS)	1	9.47- 9.48PM	9.45														
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	2	8.28- 8.29PM	8.15								13,940	17.1	13,940	17.1	28	17.1	
	1	8.58- 8.59PM	8.45	11,410	14.0	11,410	14.0	22	14.0								
ABC ABC NEWSBRIEF SAT.		9.58- 9.59PM	9.45	17,360	21.3	17,360	21.3	36	21.3		15,570	19.1	15,570	19.1	31	19.1	
CBS NEWSBREAK-SAT.	1	8.58- 8.59PM	8.45	12,800	15.7	12,800	15.7	25	15.7		10,840	13.3	10,510	12.9	21	12.9	
	2	8.57- 8.59PM	8.45								10,430	12.8	10,430	12.8	21	12.8	
NBC NBC NEWS UPDATE SAT.		8.58- 8.59PM	8.45	10,270	12.6	10,270	12.6	20	12.6								
NBC NBC NEWS UPDATE-2-SAT.	1	9.58- 9.59PM	9.45	8,560	10.5	8,560	10.5	18	10.5								
NBC NEWS UPDATE-2-SAT(SUS)	2	9.58- 9.59PM	9.45														
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	1	7.28- 7.29PM	7.15	10,920	13.4	10,920	13.4	21	13.4		13,370	16.4	13,370	16.4	23	16.4	
	2	8.26- 8.27PM	8.15								29,910	36.7	19,720	24.2	39	22.1	
ABC ABC SUNDAY NIGHT MOVIE		9.00-11.33PM	*GRID														
		11.30															
	2	11.33-11.36PM	(SUS)														
ABC ABC NEWSBRIEF-SUN.	1	9.54- 9.56PM	9.45	17,600	21.6	17,440	21.4	32	21.4		19,560	24.0	19,560	24.0	37	24.0	
	2	10.00-10.01PM	10.00														
CBS CBS NFL FTBL GM 2	1	4.09- 7.02PM	*GRID	26,410	32.4	14,830	18.2	36	18.7								
		7.15							23.9								
CBS 60 MINUTES	1	7.18- 8.18PM	*GRID	31,050	38.1	22,660	27.8	42									
		8.15															

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

Nielsen NATIONAL TV AUDIENCE ESTIMATES																		
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING SUNDAY-CONT'D																		
CBS ARCHIE BUNKER'S PLACE	1	8.18- 8.48PM	-GRID 8.45	19,890	24.4	17,690	21.7	31	22.4									
CBS ONE DAY AT A TIME	1	8.48- 9.18PM	-GRID 9.15	23,310	28.6	19,970	24.5	35	24.3									
CBS ALICE	1	9.18- 9.48PM	-GRID 9.45	20,950	25.7	19,640	24.1	35	24.5									
CBS NEWSBREAK-SUN.	1	9.16- 9.17PM	9.15	17,930	22.0	17,930	22.0	32	22.0		15,730	19.3	15,490	19.0	27	19.0		
	2	9.15- 9.17PM	9.15															
CBS JEFFERSONS	1	9.48-10.18PM	-GRID 10.15	22,490	27.6	20,210	24.8	38	23.4									
CBS TRAPPER JOHN, M.D.	1	10.18-11.18PM	-GRID 11.15	20,210	24.8	16,630	20.4	35	16.0									
NBC NFL FOOTBALL GAME 2-NBC	2	4.00- 6.53PM	-GRID 7.00 7.15 7.30								25,180	30.9	13,370	16.4	32	<< << <<		
NBC NBC NEWS UPDATE-SUN.	1	8.58- 8.59PM	8.45	11,820	14.5	11,820	14.5	21	14.5		15,570	19.1	15,570	19.1	27	19.1		
	2	9.09- 9.10PM	9.00															
NBC NBC NEWS UPDATE-2-SUN(SUS)	1	9.50- 9.51PM	9.45															
NBC NBC NEWS UPDATE-2-SUN.	2	9.58- 9.59PM	9.45								14,180	17.4	14,180	17.4	26	17.4		
EVENING MONDAY-FRIDAY																		
ABC ABC NEWSBRIEF M-F		>	8.45 9.15 9.45	14,910	18.3	14,910	18.3	28	24.0 9.6 19.2	M-F FRI. TU-TH	14,510	17.8	14,510	17.8	28	17.0	M-F	
ABC ABC NEWS:NIGHTLINE-T-F		11.30-12.00MD	11.30 11.45	6,520	8.0	5,380	6.6	20	7.1 6.0	TU-F TU-F	6,600	8.1	5,220	6.4	19	18.1 7.2 5.6	TU-F TU-F	
ABC FANTASY ISLAND 12.00		12.00- 1.08AM	12.00 12.15 12.30 12.45 1.00	3,750	4.6	2,530	3.1	14	3.0 3.2 3.1 3.0 3.0	TUE. TUE. TUE. TUE. TUE.	3,500	4.3	2,280	2.8	14	3.1 3.1 2.7 2.5 2.5	TUE. TUE. TUE. TUE. TUE.	
ABC FRIDAYS		12.00- 1.11AM	12.00 12.15 12.30 12.45 1.00	5,050	6.2	2,850	3.5	13	4.6 3.9 3.4 2.8 2.8	FRI. FRI. FRI. FRI. FRI.	5,870	7.2	3,260	4.0	14	4.5 4.3 4.2 3.6 3.3	FRI. FRI. FRI. FRI. FRI.	
ABC LOVE BOAT 12.00		12.00- 1.09AM	12.00 12.15 12.30 12.45 1.00	4,970	6.1	2,930	3.6	18	4.1 3.8 3.6 3.3 2.9	WED. WED. WED. WED. WED.	4,080	5.0	2,850	3.5	17	4.0 3.8 3.4 3.1 2.9	WED. WED. WED. WED. WED.	
ABC VEGA\$-12.00		12.00- 1.09AM	12.00 12.15 12.30 12.45	3,750	4.6	2,040	2.5	12	2.4 2.2 2.6 2.7	THU. THU. THU. THU.	3,830	4.7	2,530	3.1	15	2.9 3.1 3.2 3.3	THU. THU. THU. THU.	
CONT'D																		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY-FRIDAY-CONT'D																	
ABC VEGA\$-12.00-CONT'D			1.00						2.8	THU.					3.3	THU.	
ABC ABC NEWS:NIGHTLINE-MON	2	12.43- 1.13AM	12.30								3,500	4.3	2,930	3.6	19	4.0 MON.	
	1	12.48- 1.18AM	12.45	3,910	4.8	3,340	4.1	21	4.5	MON.					3.7	MON.	
			1.00						4.0	MON.					3.3	MON.	
			1.15						3.4	MON.							
ABC FRIDAYS-PART 2	1	1.11- 1.20AM	1.00	2,610	3.2	2,200	2.7	13	2.9	FRI.	3,100	3.8	2,770	3.4	15	3.4 FRI.	
	2	1.11- 1.14AM	1.00														
			1.15						2.6	FRI.							
		VARIOUS TIMES (SUS)															
CBS NEWSBREAK-M-F	2	>	8.30								12,310	15.1	12,470	15.3	24	16.8 M-F	
	1	>	8.45	13,120	16.1	13,860	17.0	25	14.4	M-F					14.4	M-F	
			9.00						22.2	TUE.					15.2	TUE.	
CBS LATE MOVIE I		>	11.30	7,910	9.7	5,050	6.2	22	6.9	M-F	7,740	9.5	4,970	6.1	21	6.9 M-F	
			11.45				6.7*	19*	6.5	M-F				6.7*	20*	6.5 M-F	
			12.00						6.2	M-F						6.1 M-F	
			12.15				6.0*	23*	5.9	M-F				5.9*	22*	5.7 M-F	
			12.30						5.4	M-F						5.2 M-F	
			12.45				3.5*	19*	3.4	M-F							
		VARIOUS TIMES (SUS)															
CBS LATE MOVIE II		>	12.30	4,080	5.0	3,420	4.2	25	4.9	M-F	4,080	5.0	3,340	4.1	24	4.2 M-F	
			12.45				5.0*	27*	4.4	M-F				4.0*	22*	4.3 M-F	
			1.00						4.0	M-F					4.0	M-F	
			1.15				3.9*	25*	3.7	M-F				4.0*	26*	3.9 M-F	
		VARIOUS TIMES (SUS)															
NBC NBC NEWS UPDATE-M-F		8.58- 8.59PM	8.45	11,820	14.5	11,820	14.5	22	14.5	M-F	11,650	14.3	11,650	14.3	22	14.3 M-F	
NBC NBC NEWS UPDATE-2-M-F	1	9.58- 9.59PM	9.45	9,700	11.9	9,700	11.9	18	11.9	TU&TH							
	2	>	9.45								11,570	14.2	11,570	14.2	22	14.2 M-F	
NBC TONIGHT SHOW		11.30-12.30AM	11.30	8,970	11.0	5,710	7.0	23	8.0	M-F	9,940	12.2	6,190	7.6	25	8.8 M-F	
			11.45				7.7*	22*	7.3	M-F				8.4*	25*	7.9 M-F	
			12.00						6.6	M-F						7.7 M-F	
			12.15				6.2*	23*	5.8	M-F				6.9*	26*	6.1 M-F	
NBC SCTV COMEDY NETWORK	1	12.30- 2.00AM	12.30	4,560	5.6	2,450	3.0	15	4.3	FRI.							
	2	12.30- 1.58AM	12.30								4,320	5.3	2,200	2.7	13	4.2 FRI.	
			12.45				3.8*	16*	3.2	FRI.				3.8*	15*	3.4 FRI.	
			1.00						3.0	FRI.						2.9 FRI.	
			1.15				2.8*	14*	2.7	FRI.				2.6*	12*	2.3 FRI.	
			1.30						2.7	FRI.						1.9 FRI.	
			1.45				2.4*	14*	2.1	FRI.				1.7*	10*	1.5 FRI.	
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30	2,930	3.6	2,360	2.9	15	3.3	M-TH	2,850	3.5	2,360	2.9	16	3.2 M-TH	
			12.45						2.5	M-TH						2.6 M-TH	
NBC TOMORROW COAST TO COAST-2		>	1.00	2,040	2.5	1,390	1.7	13	2.1	M-TH	2,120	2.6	1,550	1.9	15	2.3 M-TH	
			1.15				1.9*	13*	1.7	M-TH				2.2*	16*	2.1 M-TH	
			1.30						1.6	M-TH						1.8 M-TH	
			1.45				1.5*	14*	1.6	M-TH				1.6*	15*	1.4 M-TH	
		VARIOUS TIMES (SUS)															

A-43

U.S. TV HOUSEHOLDS: 81,500,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOUR)

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY																			
ABC GOOD MORN. AMER. SP-9.00(S)	1	9.00- 9.39AM	9.00 9.15 9.30	5,300	6.5	3,990	4.9	23	4.4	THU.									
ABC GOOD MORN. AMER. SP-9.39(S)	1	9.39-10.00AM	9.30 9.45	6,360	7.8	5,710	7.0	29	4.8	THU.									
ABC GOOD MORN. AMER. SP-10.00(S)	1	10.00-10.39AM	10.00 10.15 10.30	9,210	11.3	6,680	8.2	29	5.8	THU.									
ABC REAGAN ADDRESS-ABC(SUS)	2	10.00-10.30AM	10.00						6.5	THU.									
ABC GOOD MORN. AMER. SP-10.39(S)	1	10.39-11.00AM	10.30 10.45	6,030	7.4	5,460	6.7	27	7.2	THU.									
ABC GOOD MORN. AMER. SP-11.00(S)	1	11.00-11.34AM	11.00 11.15 11.30	5,710	7.0	4,650	5.7	23	8.6	THU.									
ABC GOOD MORN. AMER. SP-11.34(S)	1	11.34-12.00NN	11.30 11.45	4,890	6.0	4,400	5.4	22	8.3	THU.									
ABC ABC SPECIAL REPORT-1235P(SUS)	1	12.35-12.44PM	12.30						7.4	THU.									
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45						5.9	THU.									
ABC REACH INTO SPACE(S)	1	1.00- 1.20PM	1.00	8,070	9.9	7,250	8.9	34	5.5	THU.									
									5.4	THU.									
									5.4	THU.									
										THU.									
										M-F									
									9.2	FRI.									

WED.

M-F

ABC ABC DAYTIME NEWSBRIEF-M-F	1	1.57- 1.59PM	1.15 1.45	8,560	10.5	8,310	10.2	36	8.1	FRI.									
ABC ONE LIFE TO LIVE	2	>	1.45						10.2	M-F									
	1	>	-GRID	11,080	13.6	8,720	10.7	38		M-F									
			2.15				10.3*	36*	10.4	MWTHF									
			2.30						10.5	M-F									
			2.45				10.9*	39*	11.0	M-F									
			3.00						11.5	TUE.									
			3.15				11.5*	38*	11.5	TUE.									
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45							M-F									
ABC GENERAL HOSPITAL	1	>	-GRID	13,200	16.3	10,430	12.8	41		M-F									
			3.15				12.7*	42*	13.0	MWTHF									
			3.30						12.9	M-F									
			3.45				12.8*	40*	12.7	M-F									
			4.00						13.7	TUE.									
			4.15				13.3*	39*	13.0	TUE.									
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45							M-F									
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30 4.45 5.00 5.15	9,860	12.1	6,760	8.3	23	8.2	WED.									
							8.1*	24*	8.1	WED.									
									8.3	WED.									
							8.4*	22*	8.6	WED.									
CBS CBS NEWS SPEC. RPT.-6.00A(S)	1	6.00- 7.00AM	6.00 6.15 6.30 6.45	2,530	3.1	1,390	1.7	35	1.2	THU.									
							1.5*	39*	1.8	THU.									
									1.9	THU.									
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30				1.9*	32*	1.9	THU.									
										M-F									

M-F

OTHER PROGRAMS

Nielsen NATIONAL TV AUDIENCE ESTIMATES															
				WEEK 1				WEEK 2							
DAY	WK	TIME	QUARTER	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TELECAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG. AUD. BY 1/4 HR	TELECAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%		
NETWORK/PROGRAM	#	(N.Y.T.)	HOUR					%							
DAY MONDAY-FRIDAY-CONT'D									M-F						M-F
CBS SUNRISE SEMESTER MWF(SUS)	1	6.30- 7.00AM	6.30						THU.						
CBS MORNING-KURALT&SAWYER(B)		7.00- 9.00AM	7.00	5,710	7.0	2,120	2.6	17	2.1	THU.					
			7.15				2.1*	21*	2.3	THU.					
			7.30						2.6	THU.					
			7.45				2.5*	16*	2.9	THU.					
			8.00						2.9	THU.					
			8.15				2.9*	16*	2.9	THU.					
			8.30						2.9	THU.					
			8.45				3.0*	16*	3.2	THU.					
CBS CBS NEWS SPEC.RPT.-9.00AM(S)	1	9.00-10.42AM	9.00	9,050	11.1	4,560	5.6	23	3.7	THU.					
			9.15				4.1*	20*	4.4	THU.					
			9.30						4.5	THU.					
			9.45				5.0*	21*	5.5	THU.					
			10.00						7.5	THU.					
			10.15				7.5*	26*	7.6	THU.					
			10.30						6.4	THU.					
CBS CBS NEWS SPEC. RPT.-10AM(SUS)	1	10.00-10.09AM	10.00							FRI.					
CBS REAGAN ADDRESS-CBS(SUS)	2	10.30-11.00AM	10.30												
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,460	6.7	5,300	6.5	28	6.5	M-F	5,130	6.3	4,890	6.0	27
CBS CBS NEWS SPEC. RPT.-1.05P(SUS)	1	1.05- 1.12PM	1.00							FRI.					

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	WED.
NBC REAGAN ADDRESS-NBC(SUS)	2	10.00-10.30AM	10.00														
NBC NBC SPECIAL REPORT(SUS)	1	1.44- 1.50PM	1.30							FRI.							
NBC ANOTHER WORLD	1	>	-GRID 2.15 2.30 2.45	4,320	5.3	3,420	4.2	15	4.2	M-F M-WTHF M-F M-F							
							4.2*	15*	4.0	TUE.							
NBC REAGAN NEWS CONF.-NBC(SUS)	1	2.00- 2.37PM	2.00														
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.30AM	8.15	3,340	4.1	3,020	3.7	18	3.7		3,020	3.7	2,690	3.3	17	3.3	
ABC SCHOOLHOUSE ROCK-10.55AM		10.55-10.59AM	10.45	4,890	6.0	4,400	5.4	23	5.4		6,360	7.8	5,790	7.1	29	7.1	
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	3,990	4.9	3,670	4.5	16	4.5		4,890	6.0	4,480	5.5	18	5.5	
ABC SCHOOLHOUSE ROCK-11.56AM		11.55-11.59AM	11.45	4,480	5.5	3,830	4.7	16	4.7		4,240	5.2	3,750	4.6	15	4.6	
ABC NCAA FOOTBALL PRE GAME	1	12.00-12.29PM	-GRID	6,850	8.4	5,460	6.7	25			5,790	7.1	5,300	6.5	23		
	2	12.00-12.17PM	-GRID 12.15						7.0							7.1	
ABC NCAA FOOTBALL GAME	1	12.28- 3.49PM	-GRID	21,110	25.9	9,700	11.9	37			23,230	28.5	11,250	13.8	40		
	2	12.16- 3.21PM	-GRID 3.15											17.2*	44*	15.1	
			3.45						13.5								
ABC ABC SPECIAL REPORT-2.08P(SUS)	1	2.08- 2.10PM	2.00														
ABC NCAA FOOTBALL POST GAME	2	3.22- 3.42PM	-GRID 3.30								13,530	16.6	11,980	14.7	38		14.4
ABC ABC SPECIAL REPORT-3.50(S)	1	3.50- 3.56PM	3.45	11,330	13.9	10,020	12.3	31	12.3								
ABC ABC SPECIAL REPORT-4.09P(SUS)	1	4.09- 4.11PM	4.00														
ABC ABC SPECIAL REPORT-4.14PM(S)	1	4.14- 4.31PM	4.00 4.15 4.30	9,450	11.6	9,130	11.2	25	9.5 11.2 12.7								
ABC ABC SPECIAL REPORT-5.06PM(S)	1	5.06- 5.11PM	5.00	10,270	12.6	9,290	11.4	25	11.4								
ABC NCAA FOOTBALL POST 2	1	6.41- 6.58PM	6.30 6.45	9,940	12.2	8,880	10.9	21	10.5 10.6								
CBS SUNRISE SEMESTER SAT(SUS)		6.30- 7.00AM	6.30														
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	2,200	2.7	2,040	2.5	16	2.5		2,850	3.5	2,610	3.2	22	3.2	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	2,530	3.1	2,280	2.8	14	2.8		3,260	4.0	2,850	3.5	19	3.5	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	4,400	5.4	4,320	5.3	23	5.3		4,970	6.1	4,970	6.1	27	6.1	
CBS IN THE NEWS-9.56AM		9.56- 9.59AM	9.45	5,950	7.3	5,710	7.0	29	7.0		8,070	9.9	7,740	9.5	36	9.5	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,540	6.8	5,220	6.4	26	6.4		5,790	7.1	5,380	6.6	24	6.6	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	5,220	6.4	4,810	5.9	22	5.9		5,950	7.3	5,460	6.7	24	6.7	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	4,080	5.0	3,830	4.7	16	4.7		5,130	6.3	4,730	5.8	20	5.8	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,240	5.2	3,670	4.5	16	4.5		4,890	6.0	4,480	5.5	19	5.5	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	5,130	6.3	4,650	5.7	19	5.7		5,220	6.4	4,890	6.0	19	6.0	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,400	5.4	3,990	4.9	16	4.9		4,890	6.0	4,320	5.3	16	5.3	

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC ASK NBC NEWS-8:28AM		8.28- 8.30AM	8.15	3,420	4.2	3,260	4.0	27	4.0		3,420	4.2	3,340	4.1	31	4.1	
NBC ASK NBC NEWS-09:12AM		9.12- 9.14AM	9.00	7,420	9.1	7,170	8.8	43	8.8		6,360	7.8	6,190	7.6	38	7.6	
NBC ASK NBC NEWS-10:28AM		10.28-10.30AM	10.15	4,400	5.4	4,400	5.4	21	5.4		3,180	3.9	3,020	3.7	15	3.7	
NBC ASK NBC NEWS-11:28AM	1	11.28-11.30AM	11.15	4,890	6.0	4,730	5.8	22	5.8								
NBC ASK NBC NEWS-11:58AM	2	11.58-12.00NN	11.45								4,160	5.1	3,990	4.9	17	4.9	
NBC ASK NBC NEWS-12:28PM		12.28-12.30PM	12.15	3,750	4.6	3,590	4.4	16	4.4		4,650	5.7	4,560	5.6	19	5.6	
NBC COLUMBIA II LANDING(S)	1	3.00- 5.09PM	-GRID 5.00	16,710	20.5	6,600	8.1	20	10.9								
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	2	10.30-11.06AM	-GRID 11.00								2,850	2.5	2,040	2.5	10	2.7	
ABC DEAR ALEX & ANNIE-11.25AM		11.25-11.29AM	11.15	3,180	3.9	2,770	3.4	13	3.4		2,610	3.2	2,280	2.8	10	2.8	
CBS IN THE NEWS-8.26AM-SUN(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS-8.56AM-SUN(SUS)		8.56- 8.59AM	8.45														
CBS CBS NFL FTBL GM 1	1	1.00- 4.22PM	-GRID 4.00 4.15	30,070	36.9	13,530	16.6	41	21.6 20.3								
								22.2*	50*								
NBC NFL FOOTBALL GM 1-NBC(B)	2	1.00- 4.06PM	-GRID 4.00								20,780	25.5	10,190	12.5	30	9.9	
NBC NFL FOOTBALL POST-NBC	1	4.08- 4.23PM	4.00 4.15	6,760	8.3	6,280	7.7	17	8.5 7.1								